RECEIVED
OCT 3 1966
MIAMI DADE JUNIOR COLLEGE
LIBRARY

For Reference
Not to be taken from this room

the florida architect
october 1966

PROCLAMATION

State of Florida
Executive Department
Tallahassee

WHEREAS, the members of the Florida Association of the American Institute of Architects have contributed greatly to the advancement of architecture in its many broad phases, and

WHEREAS, the members of the Florida Association of the American Institute of Architects have strongly encouraged the development of allied arts and expressed the aspirations of our people, bringing into their lives inspiration, beauty, safety and comfort, and

WHEREAS, the members of the Florida Association of the American Institute of Architects are men of the arts, men who design -- then build, men of exacting skill and vital awareness, men who have focused their attention on the pulse of their community -- its urban planning, educational opportunities, and government, and

WHEREAS, during this time of their 52nd Annual Convention, these members of the Florida Association of the American Institute of Architects rededicate themselves to the high ideals and objectives of the profession and pledge themselves anew to continue their work to the improvement of our people's environment and to achieve a happier and better world for all mankind;

NOW, THEREFORE, I, Haydon Burns, by virtue of the authority vested in me as Governor of the State of Florida, do hereby proclaim the week of October 2 - 8, 1966, as

FLORIDA ARCHITECTS WEEK

and urge all our citizens to honor our architects through appropriate and fitting ceremonies.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Florida to be affixed at Tallahassee, the Capital, this 1st day of August, A. D. 1966.

GREAT SEAL OF THE STATE OF FLORIDA
IN GOD WE TRUST

GOVERNOR

ATTEST:

SECRETARY OF STATE

David Cohen
Mayor, Sarasota

Chuck Hall
Mayor, Metropolitan Dade County

Herman W. Goldner
Mayor, St. Petersburg

Elliott Roosevelt
Mayor, Miami Beach

John D. Bailey
Commissioner, Saint Augustine

Robert I. Honchell
Mayor, Boca Raton

L. Dressel
Mayor, City of Coral Gables

Sherman S. Winn
Mayor, City of North Miami

Robert King High
Mayor, City of Miami

J. W. Silcox, Jr.
Mayor, Panama City

Nick Nuccio
Mayor, City of Tampa

Arthur I. Snyder
Mayor, North Miami Beach

James G. Richardson
Mayor-Commissioner, Gainesville

Louis H. Ritter
Mayor-Commissioner, Jacksonville

Clyde M. Taylor
Mayor, South Miami

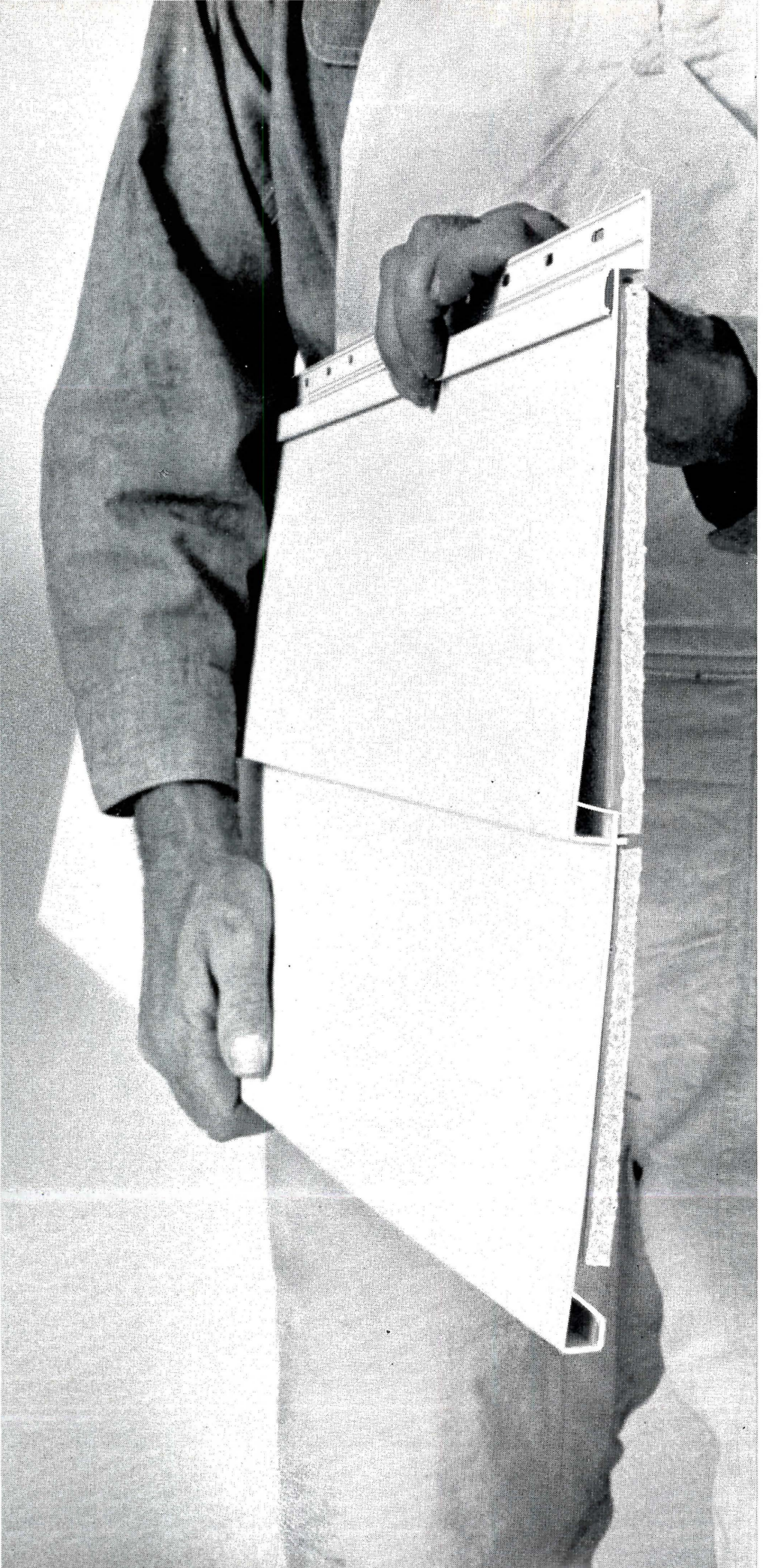
C. Harold Earnest
Mayor, West Palm Beach

Adger Smith
Mayor, City of Eau Gallie

STRESSCON

INTERNATIONAL, INC. 1000 N.W. 57th AVENUE, MIAMI, FLORIDA / TELEPHONE: 666-8555

a subsidiary of maule INDUSTRIES



New! Double-6″ Foam-Backed Solid Vinyl Siding

Goes up faster
Only 10 pieces to the square. That's 50% fewer panels than a single-6″ . . . 33⅓% fewer than 8″. No double handling because new Bird double-6″ is factory-backed with polystyrene foam insulation. *And the installed price is competitive with metal and asbestos siding!*

No call-backs
New Bird solid vinyl double-6″ siding can't dent, kink, rust, rot or show scrapes. Never needs painting. Washes clean with a hose. Result? Happy customers.

Other Bird siding, too!
Solid vinyl double-6″ is our newest. But we also make double-4″ and 8″. Choice of colors. (P.S. And don't forget our solid vinyl shutters, gutters and downspouts.) Write for information. Bird & Son, inc., Box FA10, East Walpole, Mass. 02032.

Another exclusive from

BIRD & SON inc.
QUALITY PRODUCTS SINCE 1795

STARK INDUSTRIAL PARK
Charleston, South Carolina 29405

the florida architect
official journal of the florida association of the american institute of architects

OFFICERS

James Deen, President, 7500 Red Road, South Miami
Hilliard T. Smith, Jr., President Designate-Vice President
1123 Crestwood Blvd., Lake Worth
Forrest R. Coxen, Secretary, 218 Avant Building, Tallahassee
H. Leslie Walker, Treasurer
Citizens Building, Suite 1218, 706 Franklin Street, Tampa

BOARD OF DIRECTORS

Broward County • Charles R. Kerley / George M. Polk
Daytona Beach • Francis R. Walton
Florida Central • J. A. Wohlberg / William J. Webber
Ted Fasnacht
Florida Gulf Coast • Earl J. Draeger / Jack West
Florida North • James T. Lendrum / Jack Moore
Florida North Central • Forrest R. Coxen
Florida Northwest • Ellis W. Bullock, Jr.
Florida South • James E. Ferguson, Jr. / Francis E. Telesca
Earl M. Starnes
Jacksonville • A. Robert Broadfoot, Jr. / Roy M. Pooley, Jr.
Harry E. Burns, Jr.
Mid-Florida • John B. Langley / Joseph M. Shifalo
Palm Beach • Jack Willson, Jr. / Jefferson N. Powell
Richard E. Pryor
Director, Florida Region, American Institute of Architects
H. Samuel Kruse, 1600 N. W. LeJeune Rd., Miami
Executive Director, Florida Association of the American Institute of Architects
Fotis N. Karousatos, 1000 Ponce de Leon Blvd., Coral Gables

PUBLICATIONS COMMITTEE

Joseph M. Shifalo / Donald Singer

THE FLORIDA ARCHITECT

Fotis N. Karousatos / Editor
Eleanor Miller / Assistant Editor
Ann Krestensen / Art Consultant
Black-Baker-Burton / Photography Consultants
M. Elaine Mead / Circulation Manager

THE FLORIDA ARCHITECT, Official Journal of the Florida Association of the American Institute of Architects, Inc., is owned and published by the Association, a Florida Corporation not for profit. It is published monthly at the Executive Office of the Association, 1000 Ponce de Leon Blvd., Coral Gables 34, Florida. Telephone: 444-5761 (area code 305). Circulation: distributed without charge to 4,669 registered architects, builders, contractors, designers and members of allied fields throughout the state of Florida —and to leading national architectural firms and journals.

Editorial contributions, including plans and photographs of architects' work, are welcomed but publication cannot be guaranteed. Opinions expressed by contributors are not necessarily those of the Editor or the Florida Association of the AIA. Editorial material may be freely reprinted by other official AIA publications, provided full credit is given to the author and to The FLORIDA ARCHITECT for prior use. . . . Advertisements of products, materials and services adaptable for use in Florida are welcome, but mention of names or use of illustrations, of such materials and products in either editorial or advertising columns does not constitute endorsement by the Florida Association of the AIA. Advertising material must conform to standards of this publication; and the right is reserved to reject such material because of arrangement, copy or illustrations. . . . Controlled circulation postage paid at Miami, Florida. Single copies, 50 cents; subscription, $5.00 per year. March Roster Issue, $2.00. . . . McMurray Printers.

PERSPECTIVE
3

REPORT FROM THE STATE BOARD OF ARCHITECTURE
5

PRESIDENT'S MESSAGE
6

SCHOOL CONSTRUCTION SEMINAR
7

THE EXECUTIVE DIRECTOR SAYS . . .
12

WORKSHOP ON CHURCH ARCHITECTURE
16

CALENDAR OF EVENTS
19

12th ANNUAL SALUTE TO ADVERTISERS
24-25

1966 FAAIA CONVENTION PREVIEW

MESSAGE FROM CHARLES M. NES JR., FAIA
36

THE EXCITING CONVENTION STORY
37

CONVENTION SCHEDULE OF EVENTS
38-39

NATIONALLY-KNOWN SPEAKERS
40-41

ANNUAL AWARDS BANQUET
42

KEYNOTE ADDRESS ON CRAFTSMANSHIP
by Arthur Phillips, Professor
43-45

FLORIDA'S CRAFTSMAN OF THE YEAR
46

BUILDING PRODUCT EXHIBITORS
47-50

ADVERTISERS' INDEX
56

FRONT COVER — FLORIDA ARCHITECTS WEEK, as proclaimed by Governor Haydon Burns and scores of mayors throughout the state. Proud recognition for our profession, its accomplishments, and its aims.

VOLUME 16 ■ NUMBER 10 ■ 1966

PERSPECTIVE

Rockrise Named HUD Adviser On Design

WASHINGTON, D. C. — George T. Rockrise FAIA, of San Francisco, Calif., nationally recognized architect and planner, has been appointed Adviser on Design to the Secretary of the Department of Housing and Urban Development.

Secretary Robert C. Weaver announced the appointment at a press conference held at The Octagon, headquarters of The American Institute of Architects.

Rockrise's primary assignment, said Weaver, will be to spearhead the HUD's drive to raise the quality of design throughout all of its programs. He will strengthen working relationships with such design groups as the AIA and the American Society of Landscape Architects.

The new adviser will also serve as HUD's liaison with professional associations of builders and developers, and with universities, research and development firms and private groups on matters relating to design and esthetics.

Rockrise will provide professional and technical design assistance for such specific HUD programs as urban renewal, neighborhood facilities, historic site preservation, urban mass transit and low-cost housing. Rockrise also will also direct the HUD Design Awards program.

MIAMI — Two June recipients of the Bachelor of Architecture degree from the University of Miami have been awarded prizes for their work in the University's department of architecture.

Melvin B. McCorrison of Unity, Maine, has received the American Institute of Architects medal for excellence in architecture. He is the son of Mr. and Mrs. Stanley McCorrison of Unity, and is a member of the AIA student chapter at the University.

Thomas F. Rochon of Detroit received the Departmental Award for outstanding leadership, and was accorded second prize in the AIA competition. The son of Mr. and Mrs. Carl F. Rochon of 13052 Corbett, Detroit, Rochon was president of the AIA student chapter.

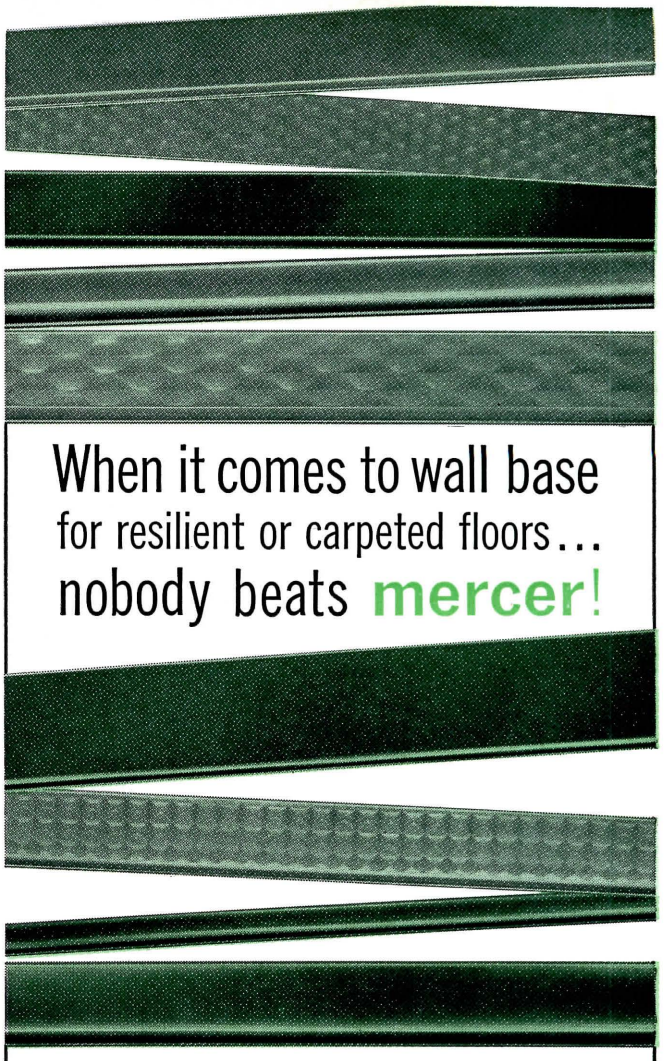
GAINESVILLE — Two University of Florida students have been selected by the American Institute of Architects (AIA) for 1966 scholarship awards.

Richard Howard Stipe will receive the AIA's $1,000 Louis Sullivan Fund Award for graduate studies. A senior architecture student, Stipe also has been chosen to take part in an exchange teaching program with the University of Manchester in England where he will study and teach next fall.

John Granville Sims receives a $250 tuition awards from the AIA's Edward Langley Fund. He is a junior in the Department of Architecture.

CORAL GABLES — Service is the keynote for the Building Products Information Center, second major development at Douglas Village in Coral Gables, according to James Deen, A.I.A., Corporation President.

The Center, under direction of Herbert R. Savage, A.I.A., is planned to be a vast clearing-house for information on products relating to the building industry. In addition, it will house office and desk space areas now available to manufacturers of building materials, their representatives or agents.



COLORS!

21 of them—from popular blacks and browns to decorator-inspired gold, lavender, pearl-white... PLUS custom shades.

SIZES!

¾", 1½", 2½", 4", 6", and 7" heights, plus intermediate sizes to order. .085" and .125" gauges.

STYLES!

With toe, without toe... 4' sections, 100' rolls.

FINISHES!

Matte... Attractive Satin... Textured Sculptura... Mirror-Finish; enhance their surroundings, easy to maintain.

QUALITY!

Homogeneous vinyl... permanent, washable, economical to install.

RUGGEDNESS!

Unbreakable... scuffproof, keeps attractive for years.

Inside and Outside Corners, In All Colors and Types—2½" to 6" Heights.

You can't miss with Mercer... Supplying the Nation with the most complete line of vinyl floor and carpet accessories.

See your local distributor, or write:

mercer

PLASTICS COMPANY, INC.

Main Office & Warehouse: 1 Jabez St., Newark, N.J. 07105
Factory & Warehouse: Eustis, Florida 32726

MP

Panelfold

Now! acoustically rated...in wood

Now, for the first time, you can solve space, cost and sound problems with beautiful, acoustically rated, wood folding partitions. For the first time, you can specify wood folding partitions that are individually engineered to specific size and stress requirements scaled to the aesthetic needs of each new space.

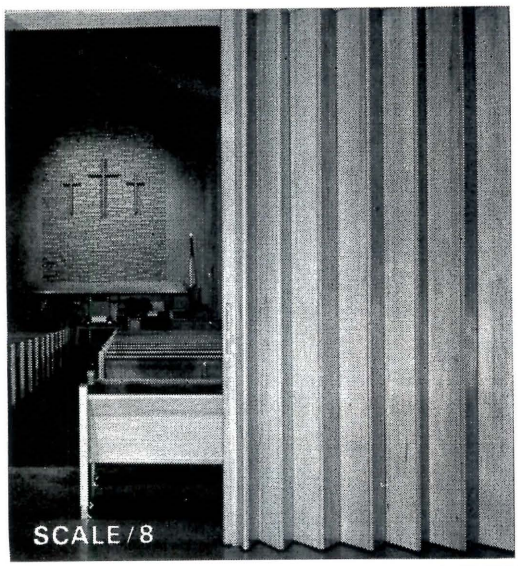
Augmenting our popular Scale/4 series of wood folding doors and our economical Scale/8 wood folding partitions are two new entries that make Panelfold the most complete line available: the new, massive Scale/12 single panel partition, sound rated at STC • 25, and the magnificent new Sonicwal, twin panel partition, sound rated at STC • 36...the industry's only sound rated,wood folding partitions.

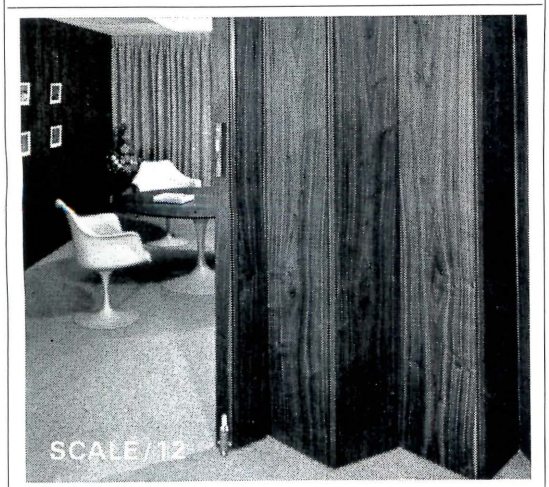
For real beauty, you can't beat Panelfold's selection of genuine wood veneers. For extra-rugged school-type duty, remember, only Panelfold offers Formica® clad partitions in fine wood grain finishes and contemporary colors. Surprisingly enough, Panelfold is competitively priced with products of lesser quality. Now see Sweet's, or write us . . . *and discover how genuinely good wood can be with Panelfold.*

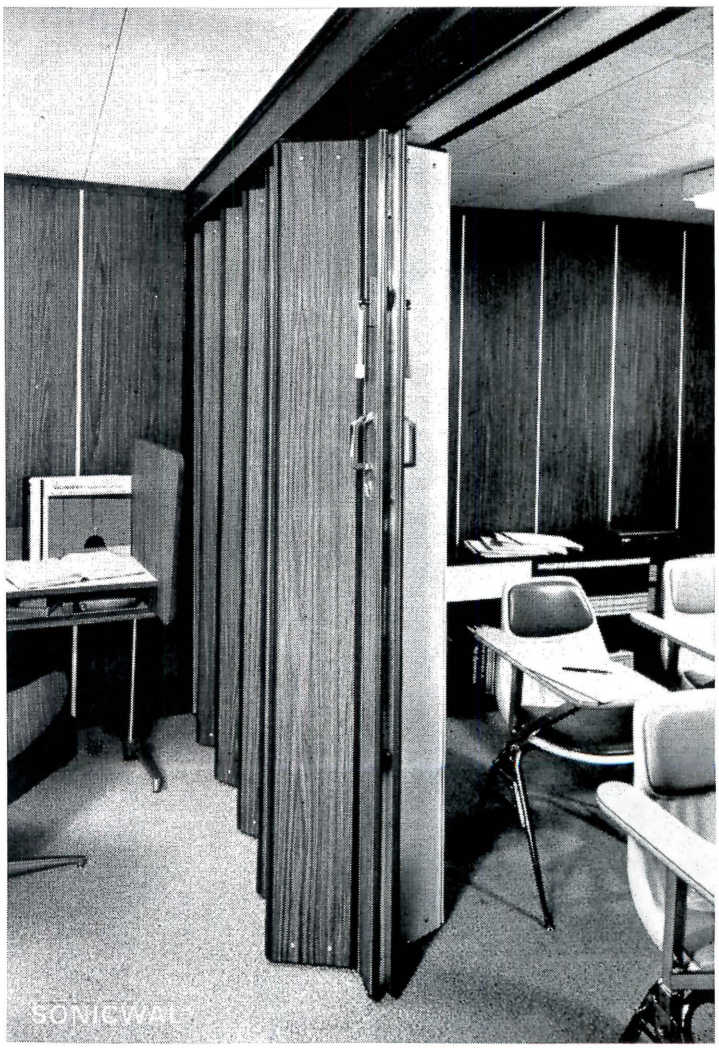
PANELFOLD WOOD FOLDING DOORS AND PARTITIONS SCALE/4 SCALE/8 SCALE/12 SONICWAL®

1090 E. 17th ST., HIALEAH, FLORIDA Franchised Florida Contract Sales Companies: Aichel Steel & Supply Company, Jacksonville • Architectural Specialties, Boynton Beach • The Clayton Company, Gainesville • Demarest Company, Inc., Winter Park • Graham Door Sales, Sarasota • Robert M. Horner Construction Service, Inc., Ormond Beach • Nesbitt & Company, Miami • Specialty Contractors, Inc., Pensacola • Specialty Contractors, Inc., Tallahassee • Wagner Distributors, Tampa.

See Panelfold on display at the Galerie of Building Products, Douglas Village.







CHANGE

HARRY E. BURNS, JR.

During the past 200 days it has been my privilege to serve as President of the Florida State Board of Architecture — a trust extended to me by the other members of the Board.

In this short length of time many organizational tenets and traditional doctrines in the operational procedure of the Board have been either changed or abandoned. New guidelines have been delineated.

Believing that results are the gauge of the spirit of a group, I offer for review the Board's accomplishments:

(1) For the first time in the fifty-one year history of the Board, the June written examinations for registration were held in the drafting rooms of the College of Architecture at the University of Florida in Gainesville. It is planned to continue this procedure.

(2) Last April, also for the first time in its history, the Board met on the campus at the University of Miami with students and faculty of the College of Architecture. After this visit, having observed the excellent teaching facilities and the high quality of student exhibits, the Board recommended to the National Council early accreditation of the Architectural School at this institution.

(3) Last week the Board met with Dr. J. Wayne Reitz, President of the University of Florida, to reiterate its desire to see an architect selected to fill the vacant deanship of the College of Architecture and Fine Arts at that Institution. Comments made by Dr. Reitz were most gratifying. The appointment of an outstanding architect to this post is expected soon.

(4) The Board has met on several occasions recently with members of the Florida State Board of Engineering Examiners to discuss mutual problems involving the professions. Both Boards ratified by resolution a "Guide for Profesional Collaboration in Environmental Design".

(5) The Board, as a charter member in the Southern Conference, vigorously supports the Regional and the National Councils of Architectural Registration Boards. Three Board members hold current appointments on national committes and one member was elected a director on the Regional Council. This year, another first time in the Board's history, all members attended the annual convention of the National Council.

(6) Plans are now being formulated by the Board and the University faculty to hold the January written examinations for registration at the Architectural College on the University of Miami campus. It is hoped that examinations in the future may be given alternately, at six month intervals, on the University of Miami and University of Florida campuses.

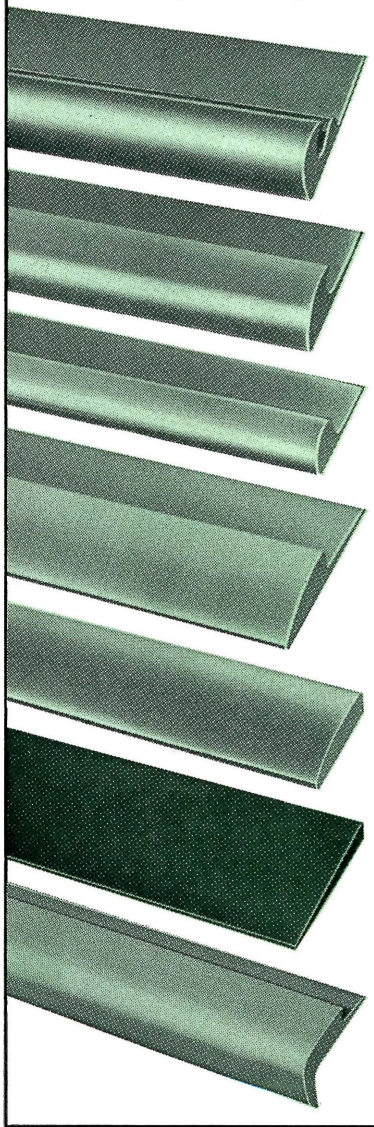
These worthy results have been realized because of the complete cooperation of the present Board member-architects with whom I am pleased to serve. They are: Messrs. Herbert Anson of Ft. Lauderdale, Pearce Barrett of Tallahassee, Archie Parish of St. Petersburg, and William Webber of Tampa. Each is a leader who subordinates human feelings not to his own ambition, but to the necessities of architecture and his duty to the profession.

HARRY E. BURNS, JR., AIA
President
Florida State Board of Architecture

Who has the edge on carpeting?

mercer-that's who!

Sponge-backs—and other carpeting—look their best with Mercer carpet accessories. Pure vinyl, decorator colors, ruggedness that withstands years of wear. There's one that's right for every installation—



ROYAL CUSTOM/EDGE* CARPET BAR
½" height, butt-up provision for tackless installation. 9 colors. Ideal for free forming.

CUSTOM/EDGE* CARPET BAR 90
7/16" height. 9 colors. For free forming up to 90 degrees. Deeper undercut available (Type 45).

FASTBACK CUSTOM/EDGE*
With Flange. 5/16" butting gauge. 6 colors.

ROYAL CARPET REDUCER
With Flange. 5/16" x 1½" bevel. 6 colors.

CARPET REDUCER
5/16" x 1¼" bevel; ¼" and ⅜" x 1½" bevel. 6 colors.

CARPET TRANSITION REDUCER
9/32" x 2½" bevel. 2 colors. For hospitals, hotels, department stores.

CARPET STAIR NOSING
¼" butting gauge plus 1/16" Flange. 5 colors.

You can't miss with Mercer...Supplying the Nation with the most complete line of vinyl floor and carpet accessories.

See your local distributor, or write:

mercer
PLASTICS COMPANY, INC.

Main Office & Warehouse: 1 Jabez St., Newark, N.J. 07105
Factory & Warehouse: Eustis, Florida 32726

MP

*Pat. 2.926378

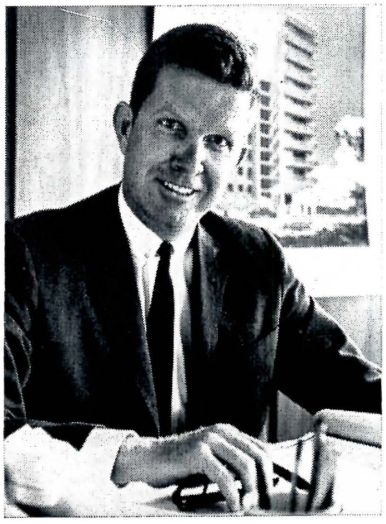
October 1966

The Florida Association of the American Institute of Architects will convene in Miami Beach and you will be introduced to the new officers, commissioners and committee chairmen. I will turn the post-convention board meeting over to Hilliard Smith, the Association's President for 1967. His will be the new task of leadership . . . and this is the last message I will transcribe as your President.

It is appropriate and fitting that I commend those officers, commissioners, chairmen and directors who have aided me to a fruitful year. The list of names is long and space is too short. But I do extend my personal thanks to each and every one. Our efforts are chronicled in the Board Report. Read it and you will understand my comments. Our record is a good one.

At this change of the tide and this pause in the programs and activities of the Association, I would like to say a few words about the past and a future — to say farewell.

We leave behind many tasks yet to be completed. Some should perhaps be held until we are attuned to the changes. Others must be continued to the eventual benefit of the Association. Leaders of the Association are frustrated in their continuing efforts to implement the demands of the membership. We have members whose interest is only to belong but not to offer participation for usefulness. We have members whose quick criticisms show an unwillingness to comprehend the demands of the organization. These frustrations concern those who, in all sincerity, offer themselves for leadership — through your vote at convention.



JAMES DEEN, AIA

THE PRESIDENT'S MESSAGE

The FAAIA has others who accept and dedicate themselves to usefulness. This organization will be beneficial to its members and the professions. New officers, commissioners and committee chairmen will make it so. 1967 needs a full participation by the membership to accomplish these benefits.

We must rededicate our efforts to this task. To offer yourself for leadership and serve is an honor. To help those selected to achieve desired goals is a duty.

Thank you for this honor.

New Ideas for School Construction

A SEMINAR

Sponsored by Members of The Producers' Council, Inc.

A nationwide caravan is coming your way —

bringing a seminar designed to provide a forum for

- the architect
- the engineer
- the school administrator
- the building product manufacturer

to discuss:

- educational facilities, their structure, environment, flexibility, and maintenance
- educational trends — today's and tomorrow's — and their their structural needs;
- the problems faced by the school designer and the products and systems that may help him solve them.

The School Construction Seminar will offer four points of view —

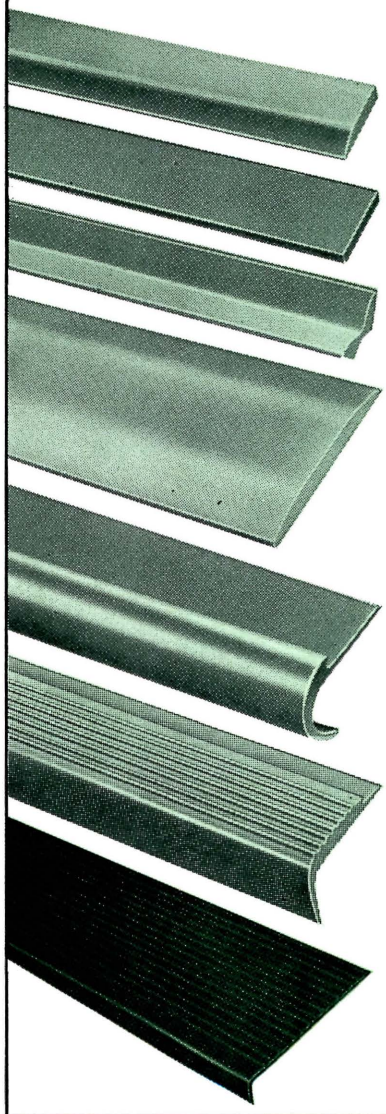
- from a prominent educator, nationally known in the school facilities field;
- by open discussion between the audience and a panel of local architects, engineers, and school officials;
- by open discusison between the audience and a panel of building product specialists;
- through the traveling exhibit of school building products and systems.

Announcement of the appearance of the School Construction Seminar in your area, sponsored by the local chapter of the Producers' Council, will reach you very soon.

Watch for it and plan to attend.

It's mercer... every step of the way!

It's Mercer, for **quality**—pure vinyl that's the best in the field. For **color**—that runs all the way through. For **ruggedness**—that stands up to any punishment.



TILE REDUCER
1/16", .080", 3/32", 1/8", 3/16" gauges. 8 colors.

FEATURE STRIP
1/16", .080", 3/32", 1/8" gauges. Width: 1", 1/2", 1/4". 21 colors.

UTILITY MOLDING
3/4" x 3/4". 5 colors. Bathtub lengths available.

THRESHOLD
5 1/2" Width. 4 colors, including elegant pearlescent white. Half-saddle available.

INTERIOR STAIR NOSING
Bull-cap, for .125" and .080" material. 7 colors. Ideal for curved steps.

COMMERICAL STEP NOSING
Square type, .125" butting gauge. 6 colors.

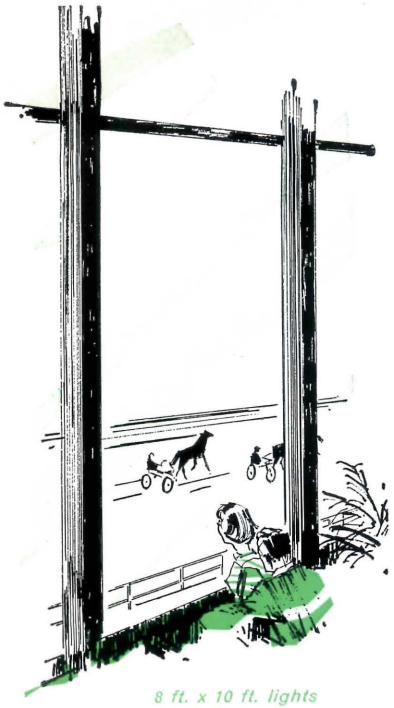
STAIR TREAD
(Square and Round Nose) .140" gauge, maximum traction. Length: Up to 12'. 6 colors. 7" matching risers.

You can't miss with Mercer...Supplying the Nation with the most complete line of vinyl floor and carpet accessories.

See your local distributor, or write:

mercer
PLASTICS COMPANY, INC.

Main Office & Warehouse: 1 Jabez St., Newark, N.J. 07105
Factory & Warehouse: Eustis, Florida 32726



8 ft. x 10 ft. lights of 3/8" clear Safeglaze Tempered Safety Glass used here.

Tempered Safety Glass sections

this big

could have only one label.

safeglaze

BY permaglass

You get a clear view of the action . . . with safety and comfort . . . in the impressive new Race Track Pavilion at Pompano Beach, Florida. Spectators are shielded from wind and rain—yet visibility is unimpaired—behind the broad expanse of 8 ft. x 10 ft. sections of ⅜" clear Safeglaze Tempered Safety Glass. *Only Permaglass* can provide tempered safety glass in such large sizes.

Extra safety. Permaglass Safeglaze has 5 to 8 times greater strength than ordinary sheet or plate . . . and fail-safe breakage characteristics. Greater protection against human accidents, flying objects and high winds. Safeglaze is produced to tolerances previously unavailable. It is flat and distortion-free. Fully meets local and federal codes calling for safety glass.

Leading glass distributors and contract glaziers supply Safeglaze in clear sheet, clear plate, gray sheet, gray plate, bronze plate, heat absorbing plate, or patterned glass. See our catalog in Sweet's or write for further details.

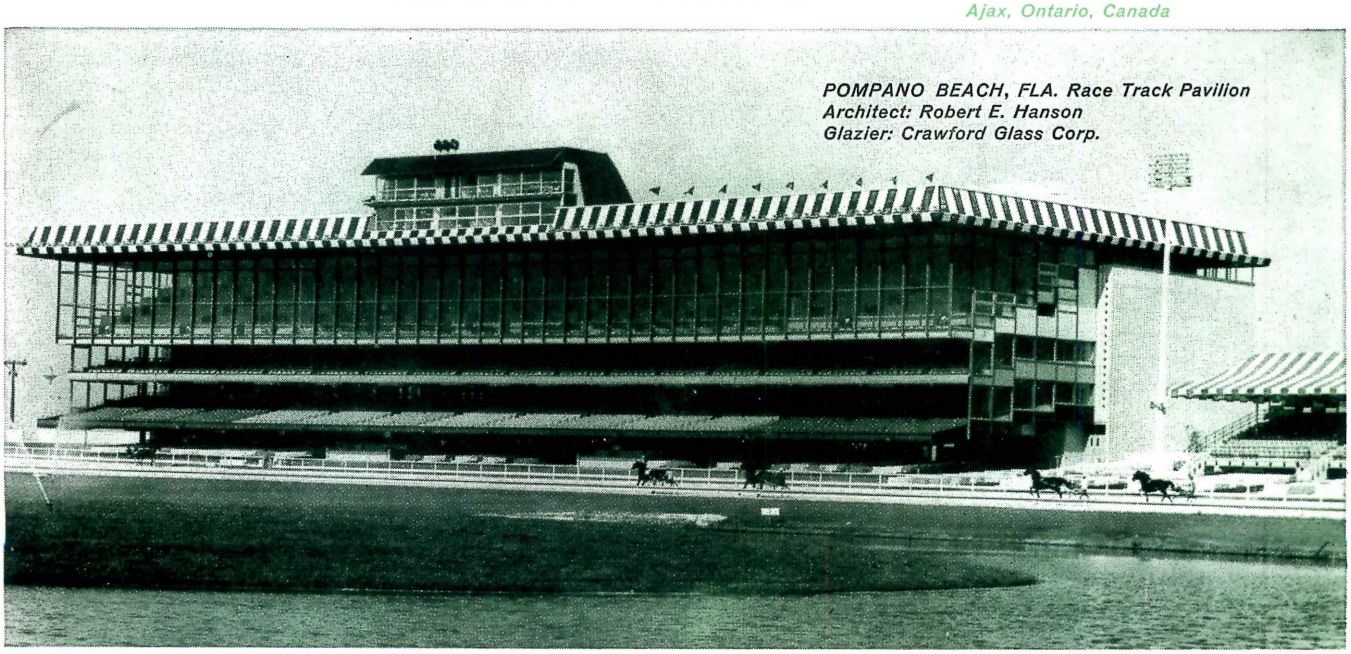
permaglass, inc.

EXECUTIVE OFFICES:
Woodville, Ohio 43469

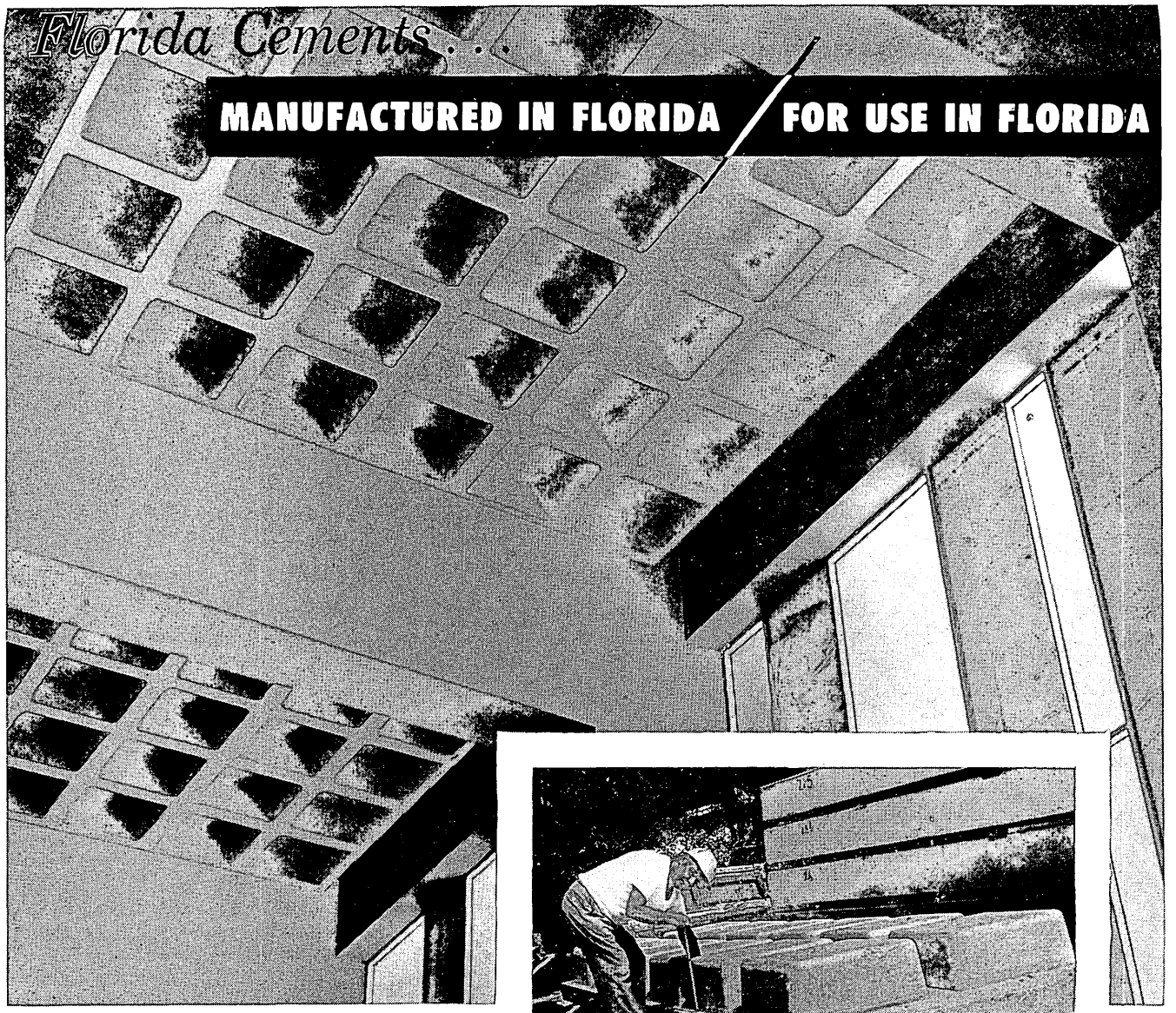
ARCHITECTURAL SALES OFFICES:
Fort Lauderdale, Fla.
3060 S. W. 2nd Avenue
Phone: 305-525-3481

Torrance, Calif.
20008 South Normandie Ave.
Phone: 213-327-3269

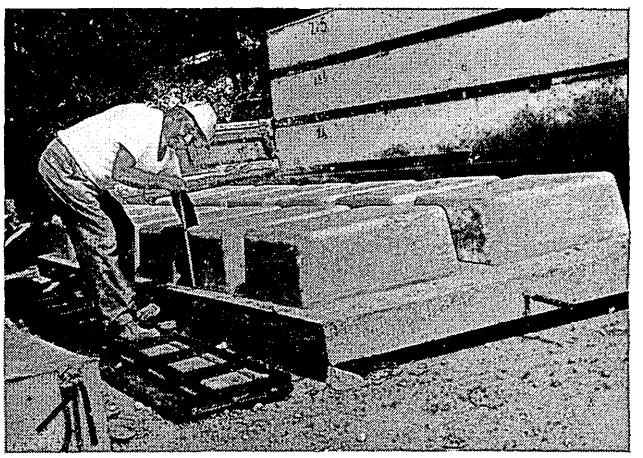
PLANTS:
Payne, Genoa and Millbury, Ohio
Ft. Lauderdale, Florida
Torrance, California
Ajax, Ontario, Canada



POMPANO BEACH, FLA. Race Track Pavilion
Architect: Robert E. Hanson
Glazier: Crawford Glass Corp.



New Palm Beach International Airport Terminal
Palm Beach County Engineer: George Frost, P.E.
Architects and Engineers: Hutcheon-Marion-Bennett, Palm Beach, Fla.
Coordinator: John Marion, A. I. A., Palm Beach, Fla.
General Contractor: Arnold Construction Company of Palm Beach
Precast Concrete Waffle Sections: Houdaille-Duval-Wright Co., Ft. Lauderdale



Casting Concrete Waffle Sections for Roof

Precast Concrete Adds the Crowning Touch

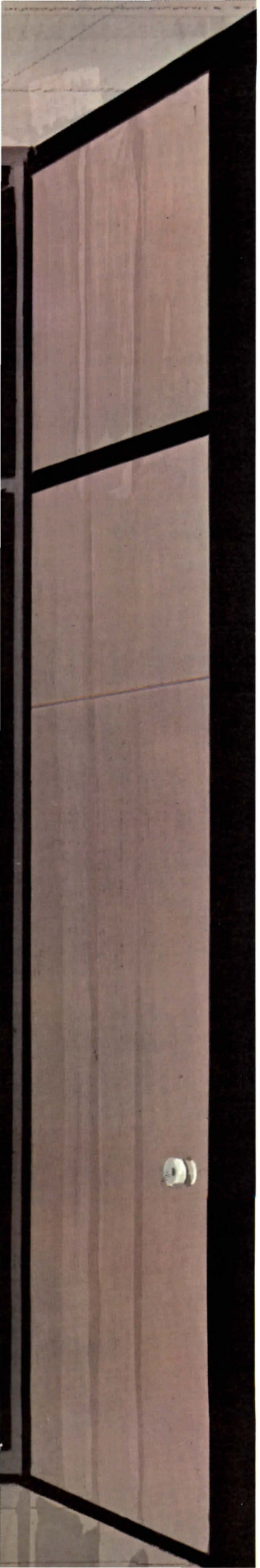
The architect wanted the effect that the inverted waffle design could give. Concrete is the only material that would do the desired job effectively.
Problem: the 35-foot high walls of the main terminal building prevented normal poured-in-place forming.
Solution: the Houdaille-Duval-Wright Company of Fort Lauderdale "invented" a method of manufacturing precast sections. This allowed installation by crane at construction site. Each section is 20 feet long, 6 feet wide, 14 inches deep, and weighs 4 tons.
Not only is it a first for this concrete application, but the precast sections give a more "finished" look than poured-in-place forming would have allowed. Not evident in the photograph is the handsome, sculptured exterior columns of this impressive public works project.

FLORIDA PORTLAND CEMENT DIVISION

Keep Florida Prosperous!
Buy Florida Manufactured Products!
Specify and Use Florida Cements!

General Portland Cement Company
PLANTS AND OFFICES IN TAMPA AND MIAMI

Frumcik



Look what's happened to the old steel door!

It used to be the ugly duckling of the construction industry. Now it poises, now swings with stately grace, proudly at the beck and call of the sophisticated architect.

What we're saying is that Ceco "Colorstyle" Décor Doors live up to a reputation. Used by you, they take on the luster of your artistry. They are worth considering in this light.

For instance, you can shop for what you want through countless variations. The doors come smooth or embossed, and in the most appealing colors.

To keep the doors pristine, we ship them in polyethylene bags inside cartons. Your contractor erects them bagged and keeps them bagged. He puts the hardware on right through the polyethylene. The bags stay on till clean-up time.

Ask for catalog 2063-B, or better still, ask for a Ceco man to bring samples to your office. The Ceco Corporation, general offices: 5601 West 26th Street, Chicago, Illinois 60650. Sales offices and plants in principal cities from coast to coast.

CONTACT YOUR AREA SALES OFFICE:

Jacksonville, Fla. 32205 • 441 Lane Ave., N.

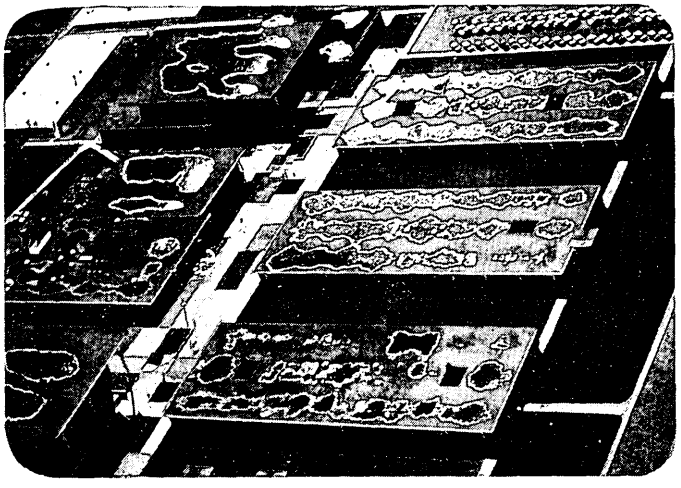
Miami (Miami Springs), Fla. 33166 • 5901 N. W. 74th Ave.

St. Petersburg, Fla. 33733 • 300 31st Street, N.

CECO

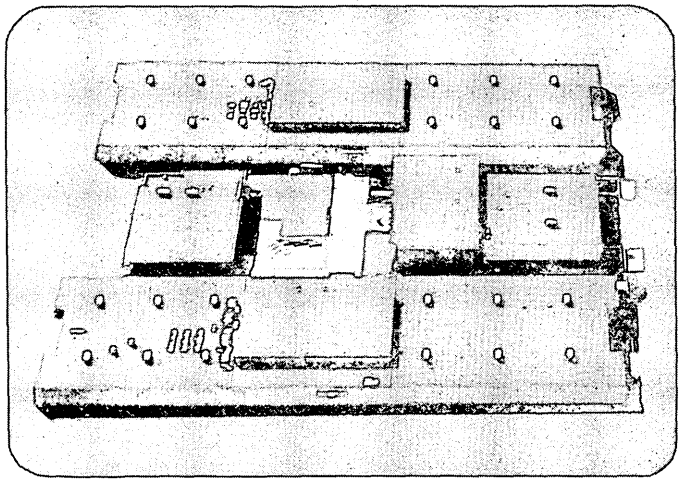
COLORSTYLE STEEL DOORS

When it rains it drains



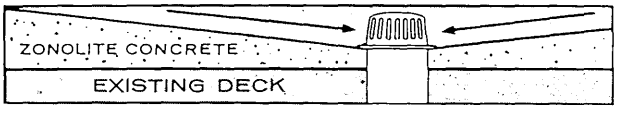
▲ This is high school "x". Three days after the rains stopped, people under its roof were still "up to their ears in leaks."

▼ But it stayed dry as the desert under the roof of high school "y" (same city), rain or no rain. Zonolite Vermiculite concrete made the difference.



Zonolite® Vermiculite concrete is the cast-in-place insulation that

a. Provides proper slopes for drainage



b. in a seamless, monolithic structure

c. with high insulating values that are

d. leak-proof for the life of the building

ZONOLITE®

GRACE

Zonolite Division of W. R. Grace & Co.,
135 So. La Salle St., Chicago, Illinois 60603

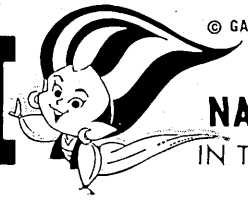
An Editorial

FOCUS: THE ARCHITECT

When we convene in Miami Beach this month, the spotlight of the state of Florida will be on the Architect! For the past few months, we have initiated a campaign to acquaint and educate the public about our role in the community. The Governor of Florida, Haydon Burns, has issued a proclamation proclaiming the first week in October as FLORIDA ARCHITECTS WEEK. Mayors throughout the state are issuing a similar proclamation — making the people more aware of the architect's work, and also allowing our architects to be in personal contact with their mayors when they collected these proclamations. The Miami Herald will issue a special Architectural Edition to salute our profession and our session. Local, state and national publications will be sending their press representatives to give our assembly in Miami Beach better coverage than any other meeting we've ever had. Associated Press and United Press have already made arrangements to be at our 52nd Annual Convention. The spotlight is really on us — so let's make this the best-attended, most productive convention ever!

FOTIS KAROUSATOS
Executive Director

GASGRAM



© GAS GENIE

NATURAL GAS
IN THE HEADLINES

IT'S NATURAL GAS "TOTAL ENERGY" FOR GIANT JACKSONVILLE PLAZA! New Regency Shopping Plaza, with enclosed, air conditioned mall, will be completely independent of electric utility service, drawing all its energy from natural gas. Installation served by Florida Gas will include nine 450-kilowatt electric generators, one 650-ton centrifugal engine-driven refrigeration machine, one 1000-ton absorption air-conditioning unit, six million BTU boiler capacity, as well as all-gas service in several restaurants!

EXPANDED PIPELINE FACILITIES BOOST CAPACITY 23%. Construction of new pipeline facilities for delivery of an additional 85-million cubic feet of gas per day, an increase of 23% over present capacity is essentially complete. The expanded facilities, placed in service in July, reflect Florida Gas Transmission Company policy of planned expansion to assure natural gas for Florida's continually growing demands. Company is optimistic that Federal Power Commission will grant approval later this year for further pipeline expansion estimated at some $93 million.

GASGRILLED HOT DOGS DRAW 4,500 TO TAMPA MODEL HOMES. When Tampa's new College Village opened its six model Blue-Star homes, 150 pounds of hot dogs furnished the "come-on" . . . but the 4,500 prospects remained to marvel at the all-gas built-in ovens and surface units, central gas heating and water heaters, gaslights and patio grills. Skyline Homes contemplates a total of 300 such homes in the next three years, and Peoples Gas System has promised an "encore" on the frankfurter feast.

STILL THE "BIG NAMES" GO WITH GAS! Trust the big corporations to check all the angles — economy, dependability, maintenance, safety, everything. That's why it's so significant when so many of them go gas. For example — Montgomery Ward new Jax Retail Store: 350-ton absorption air conditioning, 7,000,000 BTU boiler, restaurant and coffee shop — New Howard Johnson Restaurant in downtown Miami: all-gas cooking and water heating — Seventeen-unit Sears Town, Ocala: original plans for heat pumps and strip heating revised to all-gas heat — new 5-story IBM office building, Miami: gas for central heat and reheat on air conditioning. And so it goes — on and on!

"CONVERSIONS" ADD BIG NEW BATCH OF "DECISIONS FOR GAS." Miami—central water heating in 12-story Alcazar Hotel from oil to natural gas. Panama City — Florida Asphalt Paving Company's big aggregate dryer and hot oil heater from No. 5 fuel oil to natural gas. Miami — Miami Menstogs and Evergreen Apartments from No. 2 fuel oil to natural gas, etc. etc. etc. Preliminary check shows over 100 major conversions, statewide, during July alone.

GASLIGHTS ADD GLAMOR, BOOST SALES, DISCOURAGE PROWLERS. New Smyrna's South Florida Natural Gas reports Skyline Restaurant packing 'em in with **interior** gaslights, Oceanview Restaurant controlling yard lights with photo cell. Swank Palm Bay Club in Miami installed 29 gaslights on docks in mammoth marina, burns them all night for beauty, **and** security.

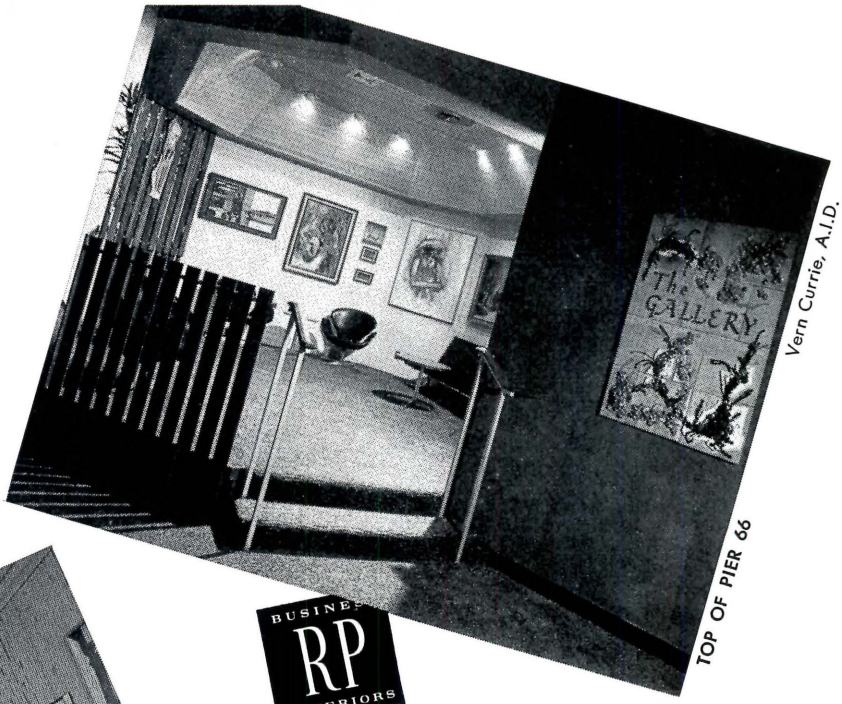
GAS SERVICE "LOOKING UP" IN JACKSONVILLE SKYSCRAPERS! In Gulf Life's towering new home: two boilers totalling over 13,000,000 BTU capacity, as well as two all-gas restaurant kitchens. In Cathedral Towers, new Episcopal Hi-Rise Retirement Center: two boilers rated at 7,000,000 BTU, plus gas waste incineration. In Florida Publishing's new multi-story plant: two 6,600,000 BTU boilers for heating, hot water and processing. Florida Gas stressed economy and air pollution control in successful "selling" job.

MARTIN-MARIETTA ORLANDO EXPANSION GOING WITH GAS! The Martin Company, a division of Martin-Marietta Corp., has chosen natural gas for heating, water heating and employe's cafeteria in its big new four-building complex in Orlando Industrial Park. Other Central Florida headlines: natural gas scored a clean sweep in the area's 3 Holiday Inns for cooking, heating and hot water systems; and Orlando Quality Court liked gas water heating in present 180-room unit so well that new 60-room addition will go same route.

TREND TO GAS FOR AIR CONDITIONING BECOMING A STAMPEDE! Roll call of new natgas air conditioning installations — MIAMI: Miami Review, newspaper; Pan American Exterminating, offices. NEW SMYRNA BEACH: Hobo Fried Chicken Restaurant. TAMPA: Alessi Bros. Bakery; Dr. Reginald Wayne Pitts, chiropractic physician. MIAMI BEACH: Miami Beach Pharmacy. BAL HARBOUR: Bal Harbour Club. NORTH MIAMI BEACH: Ice Cream Luau; Alson Mfg. Co., fluorescent lighting fixtures. HOLLYWOOD: Southern Photo Service, photo finishers, offices. DANIA: Jimmy's Italian Restaurant. FORT LAUDERDALE: Florida State Vision Service, Drake College.

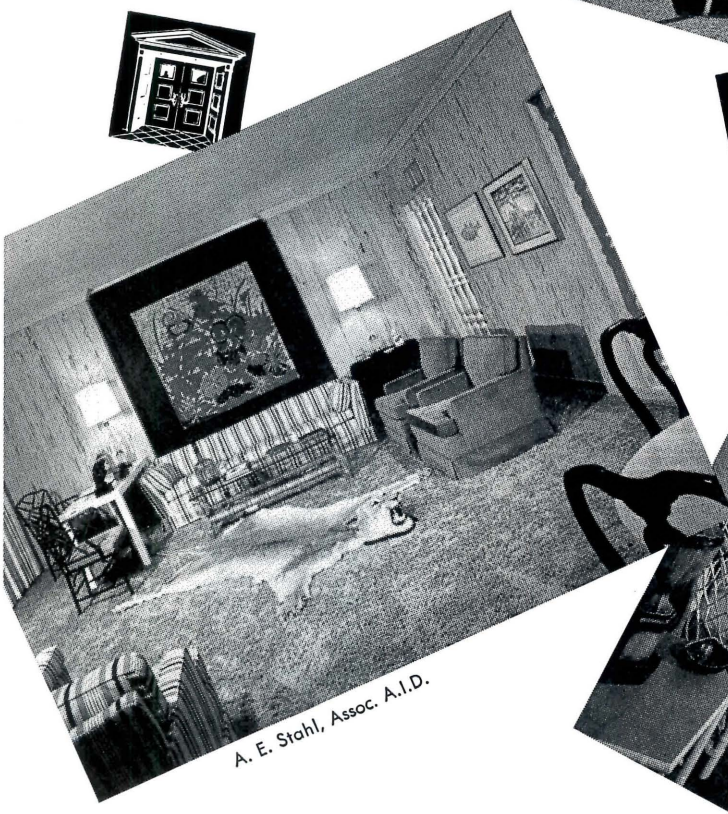
Reproduction of information contained in this advertisement is authorized without restriction by the Florida Natural Gas Association, S. Dixie & Fern St., West Palm Beach, Florida.

RP
INTERIORS



Vern Currie, A.I.D.

TOP OF PIER 66



A. E. Stahl, Assoc. A.I.D.

Zalo Lopez-Garzon, A.I.D.

"RP", as nearly everyone knows, stands for Richard Plumer . . . a name made famous by architects and their clients whom we've pleased for over forty years. A major bank, an office building, your new home or boat, as well as redesigning and refurbishing are all in the scope of our complete interior design services. You will not only enjoy working with our staff, but will be delighted with the results. So, when you think of fine interiors, think of

RICHARD PLUMER *Miami* and **RICHARD PLUMER BUSINESS INTERIORS**

155 NORTHEAST 40th STREET • MIAMI, FLORIDA 33137 • Telephone 751-9775

ARCHITECTURAL PHOTOGRAPHY

by

PETER R. BROMER
2979 FLAMINGO DR.
MIAMI BEACH, FLA.
(305) JE 8-4380

ARCHITECTURAL AND
RELATED PHOTOGRAPHY
FOR THE DISCRIMINATING
PERSON OR FIRM

EXTERIORS
INTERIORS
SCALE MODELS
RESIDENTIAL
COMMERCIAL
INDUSTRIAL
LANDSCAPE
BLDG. PRODUCTS
FURNITURE
DISPLAYS

PORTFOLIOS
BROCHURES
POSTCARDS

PHOTO MURALS
BLK & WH — COLOR
LARGE SIZE DISPLAY
TRANSPARENCIES
CUSTOM CROPPING
AND PRINTING

BLACK & WHITE
COLOR
PRINTS
TRANSPARENCIES

SEE THIS AND OTHER PHOTOS
AT DOUGLAS VILLAGE IN THE
GALERIE OF BUILDING
PRODUCTS.

GET FURTHER INFORMATION AT
THE RECEPTION DESK OR CALL
ME COLLECT AT 305/538-4380

Sacred Space

An intensive workshop on church architecture will be held November 8-10 at 3000 S. Ocean Boulevard, Boca Raton.

The seminar, which is entitled "Sacred Space: Place and Cult," is being sponsored by the Palm Beach Chapter of the AIA, the World Center for Liturgical Studies Inc., and the Commission on Church Architecture and Allied Arts of the (Episcopal) Diocese of South Florida.

This workshop, designed primarily for Florida architects, clergy, building committees and interested laity, will have three national speakers:

Patrick J. Quinn, A.R.I.B.A., associate professor of architecture, University of California. Mr. Quinn is an architect, writer and lecturer of international reputation. His work — in the United States, Ireland and Italy — includes churches, schools, hotels, etc.

Reverend Aidan Kavanagh, O.S.B., S.T.D. — a Benedictine monk of St. Meinrad's Archabby in Indiana, and professor of sacramental theology and liturgy. Fr. Aidan is Vice-President Board of Directors of the World Center for Liturgical Studies in Boca Raton, and is consulting editor of liturgical publications, Benziger Bros., N.Y.

Odele Prather, artist, sculptor and designer. Mrs. Prather, a resident of Pennsylvania, is a noted specialist in the liturgical arts, designing stained glass, slab glass and mosaics for churches. She recently completed all the slab glass windows in the Dwight D. Eisenhower Chapel at Abilene, Kansas.

The workshop, which will allow limited attendance, will convene at 4 p.m. on November 8 and conclude at 3 p.m. on November 10. Fee is $30, inclusive of room and meals.

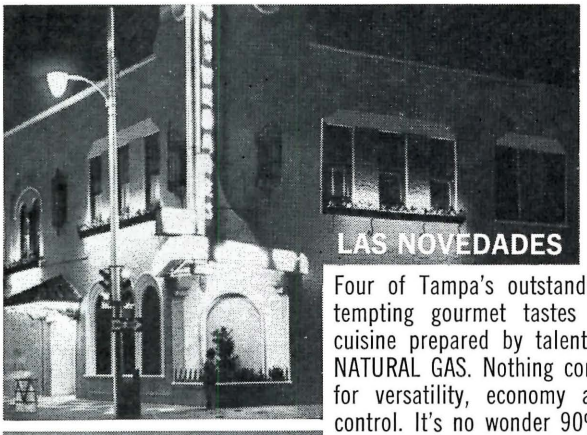
tempting ideas begin with GAS

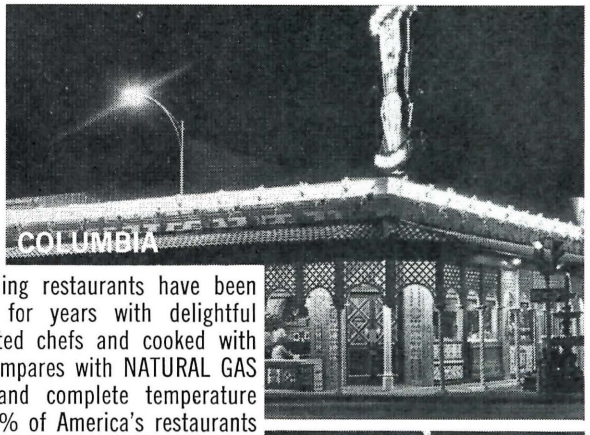
FOR MORE INFORMATION CONTACT
YOUR NATURAL GAS UTILITY

Apopka, Lake Apopka Natural Gas District
Bartow, Central Florida Gas Corp.
Blountstown, City of Blountstown
Boca Raton, Florida Public Utilities Co.
Boynton Beach, Florida Public Utilities Co.
Bradenton, Southern Gas and Electric Corp.
Chattahoochee, Town of Chattahoochee
Chipley, City of Chipley
Clearwater, City of Clearwater
Clermont, Lake Apopka Natural Gas District
Cocoa, City Gas Co.
Cocoa Beach, City Gas Co.
Coral Gables, City Gas Co.
Crescent City, City of Crescent City
Cutler Ridge, City Gas Co.
Daytona Beach, Florida Gas Co.
DeLand, Florida Home Gas Co.
Delray Beach, Florida Public Utilities Co.
Eau Gallie, City Gas Co.
Eustis, Florida Gas Co.
Fort Lauderdale, Peoples Gas System
Fort Meade, City of Fort Meade
Fort Pierce, City of Fort Pierce
Gainesville, Gainesville Gas Co.
Geneva, Alabama, Geneva County Gas District
Haines City, Central Florida Gas Corp.
Hialeah, City Gas Co.
Hollywood, Peoples Gas System
Jacksonville, Florida Gas Co.
Jay, Town of Jay
Lake Alfred, Central Florida Gas Corp.
Lake City, City of Lake City
Lakeland, Florida Gas Co.
Lake Wales, Central Florida Gas Corp.
Lake Worth, Florida Public Utilities Co.
Leesburg, City of Leesburg
Live Oak, City of Live Oak
Madison, City of Madison
Marianna, City of Marianna
Melbourne, City Gas Co.
Miami, Florida Gas Co.
Miami Beach, Peoples Gas System
Mount Dora, Florida Gas Co.
New Smyrna Beach, South Florida Natural Gas Co.
North Miami, Peoples Gas System
Ocala, Gulf Natural Gas Corp.
Opa Locka, City Gas Co.
Orlando, Florida Gas Co.
Palatka, Palatka Gas Authority
Palm Beach, Florida Public Utilities Co.
Palm Beach Gardens, City of Palm Beach Gardens
Panama City, Gulf Natural Gas Corp.
Pensacola, City of Pensacola
Perry, City of Perry
Plant City, Plant City Natural Gas Co.
Port St. Joe, St. Joe Natural Gas Company
Rockledge, City Gas Co.
St. Petersburg, United Gas Co.
Sanford, Florida Public Utilities Co.
Sarasota, Southern Gas and Electric Corp.
Starke, City of Starke
Tallahassee, City of Tallahassee
Tampa, Peoples Gas System
Tavares, Florida Gas Co.
Titusville, City Gas Co.
Umatilla, Florida Gas Co.
Valparaiso, Okaloosa County Gas District
West Miami, City Gas Co.
West Palm Beach, Florida Public Utilities Co.
Williston, City of Williston
Winter Garden, Lake Apopka Natural Gas District
Winter Haven, Central Florida Gas Corp.
Winter Park, Florida Gas Co.

tempting ideas begin with GAS

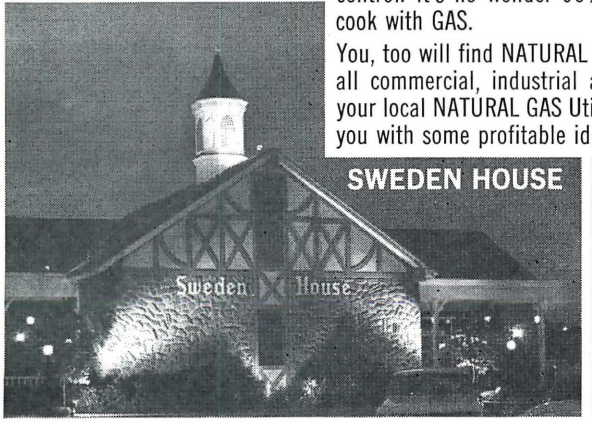
TAMPA GOURMETS AGREE...NOTHING COOKS LIKE A FLAME!

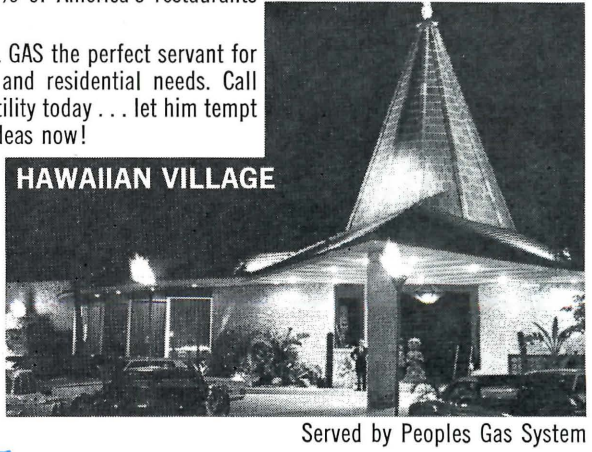




Four of Tampa's outstanding restaurants have been tempting gourmet tastes for years with delightful cuisine prepared by talented chefs and cooked with NATURAL GAS. Nothing compares with NATURAL GAS for versatility, economy and complete temperature control. It's no wonder 90% of America's restaurants cook with GAS.

You, too will find NATURAL GAS the perfect servant for all commercial, industrial and residential needs. Call your local NATURAL GAS Utility today . . . let him tempt you with some profitable ideas now!





Served by Peoples Gas System

FLORIDA GAS
Transmission Company
WINTER PARK / FLORIDA

Florida's Pipeline to the Future . . . serving 35 Natural Gas Distribution Companies in over 100 communities throughout the state.

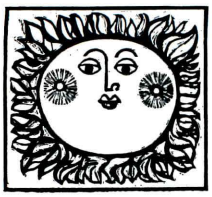
Ramo #2 in solid ¾" North American Walnut with Sapwood.

Customwood presents a collection of ARCHITECTURAL CARVED WOOD GRILLES specifically for the Architect's and Designer's use in controlling flowing space in the contemporary environment.

See our exhibit at the FAAIA Convention, Booth 91, Deauville Hotel.

Customwood MANUFACTURING COMPANY • 3620 High Street, N.E. • Albuquerque, New Mexico

Telephone (505) 344-1691



CALENDAR

October 5

Annual Meeting of Board of Directors, Pre-Convention — 10 a.m., Deauville Hotel, Miami Beach, Fla.

October 5 - 8

52nd Annual Convention, Florida Association of the American Institute of Architects — Deauville Hotel, Miami Beach, Fla.

October 8

Meeting of Board of Directors, Post-Convention—10 a.m., Deauville Hotel, Miami Beach, Fla.

October 12

Seminar—New Ideas for School Construction—International Inn, Tampa (Crystal Room) — 1:30 p.m. Sponsored by the Producers' Council, West Coast Chapter, and the College of Education, University of South Florida. Cocktails and Dinner following.

October 20

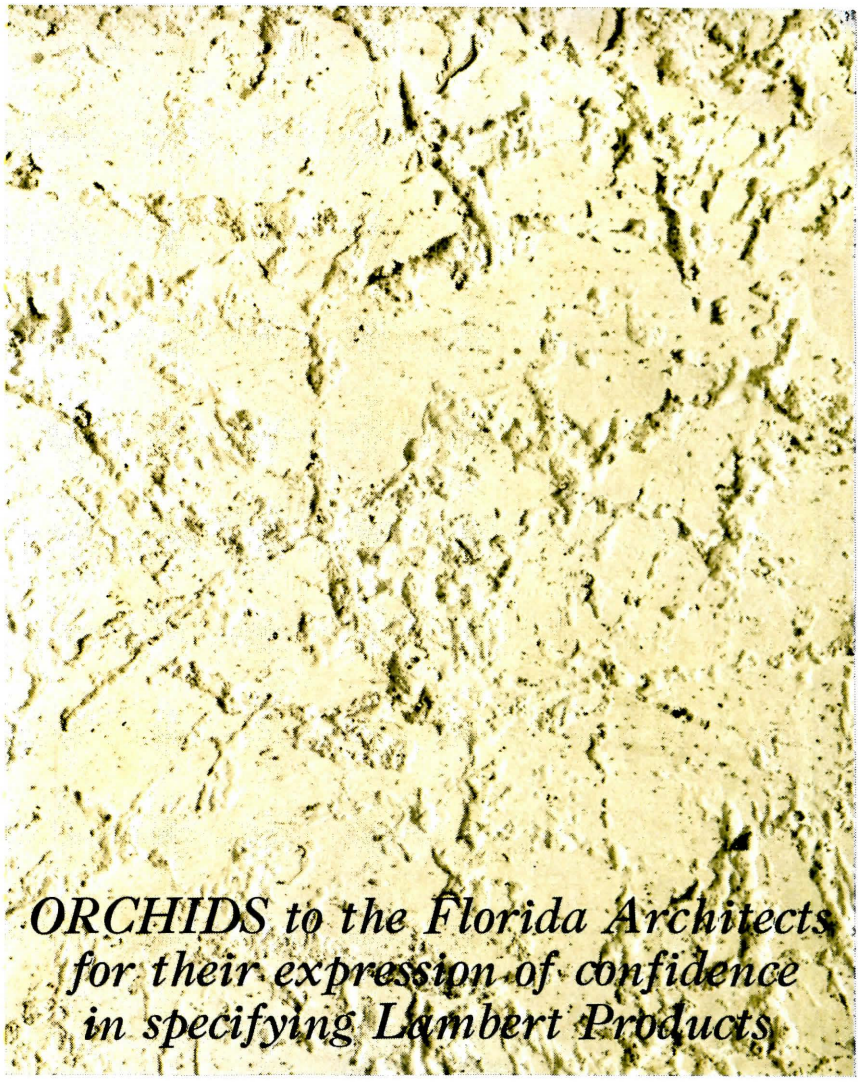
Seminar—New Ideas for School Construction — 1:00 P.M., Assembly Room, Dupont Plaza Hotel, Miami. Sponsored by the Producers' Council, South Florida Chapter. Cocktails and Dinner following.

October 26

Seminar—New Ideas for School Construction — George Washington Hotel, Jacksonville — 1:00 p.m. Sponsored by the Producers' Council, Jacksonville Chapter. Cocktails and Dinner following.

November 8 - 10

Workshop on Church Architecture, 3000 S. Ocean Blvd., Boca Raton. Seminar sponsored by Palm Beach Chapter, AIA; World Center for Liturgical Studies, Inc.; with Commission on Church Architecture and Allied Arts of the Episcopal Diocese of South Florida.



this is

KEESTONE

... a colorful and textured finish for all fresh concrete floor surfaces

Developed in Lambert's Florida Laboratories, KEESTONE is a specially formulated powder, containing properly graded aggregates, in a ready-to-use form. Applied to freshly poured concrete floor slabs, by dust-on or broadcast method, KEESTONE is floated and troweled into the surface to simulate the natural keystone. The entire operation is completed while concrete is in a plastic state. ■ A KEESTONE finish assures you of a colorful and textured surface that is slip-proof and glare-proof with uniformity of color over any size area. The finish is permanently "fused" to become a monolithic part of the concrete floor. ■ KEESTONE'S dramatic surface is ideal for concrete patios, swimming pool and deck areas, showroom floors . . . in fact, for any exterior or interior concrete floor surface where a decorative, natural stone effect is desired. Resistant to heavy traffic and adverse weather conditions, KEESTONE is a lasting complement to architectural design and landscape. ■ You will be assured of a durable and distinctive appearance when you specify all concrete floor surfaces to be finished with KEESTONE. *Write for AIA File Brochure.*

LAMBERT CORPORATION of FLORIDA

Plant and offices: 2125 W. Central Blvd. • P. O. Box 2226 • Orlando, Florida
Manufacturers of: Paints • Lacquers • Waterproofings • Architectural Coatings
Plants in: Orlando, Fla. • Houston, Tex. • Grand Rapids, Mich. • High Point, N.C.
A subsidiary of Guardsman Chemical Coatings, Inc.

FOR GREATER RETURN ON CAPITAL INVESTMENT

...make your next building all-electric

Alachua	Lakeland
Bartow	Lake Worth
Blountstown	Leesburg
Bushnell	Moore Haven
Chattahoochee	Mt. Dora
Clewiston	Newberry
Ft. Meade	New Smyrna Beach
Ft. Pierce	Ocala
Gainesville	Orlando
Green Cove Springs	Quincy
Havana	St. Cloud
Homestead	Sebring
Jacksonville	Starke
Jacksonville Beach	Tallahassee
Key West	Vero Beach
Kissimmee	Wauchula
Lake Helen	Williston

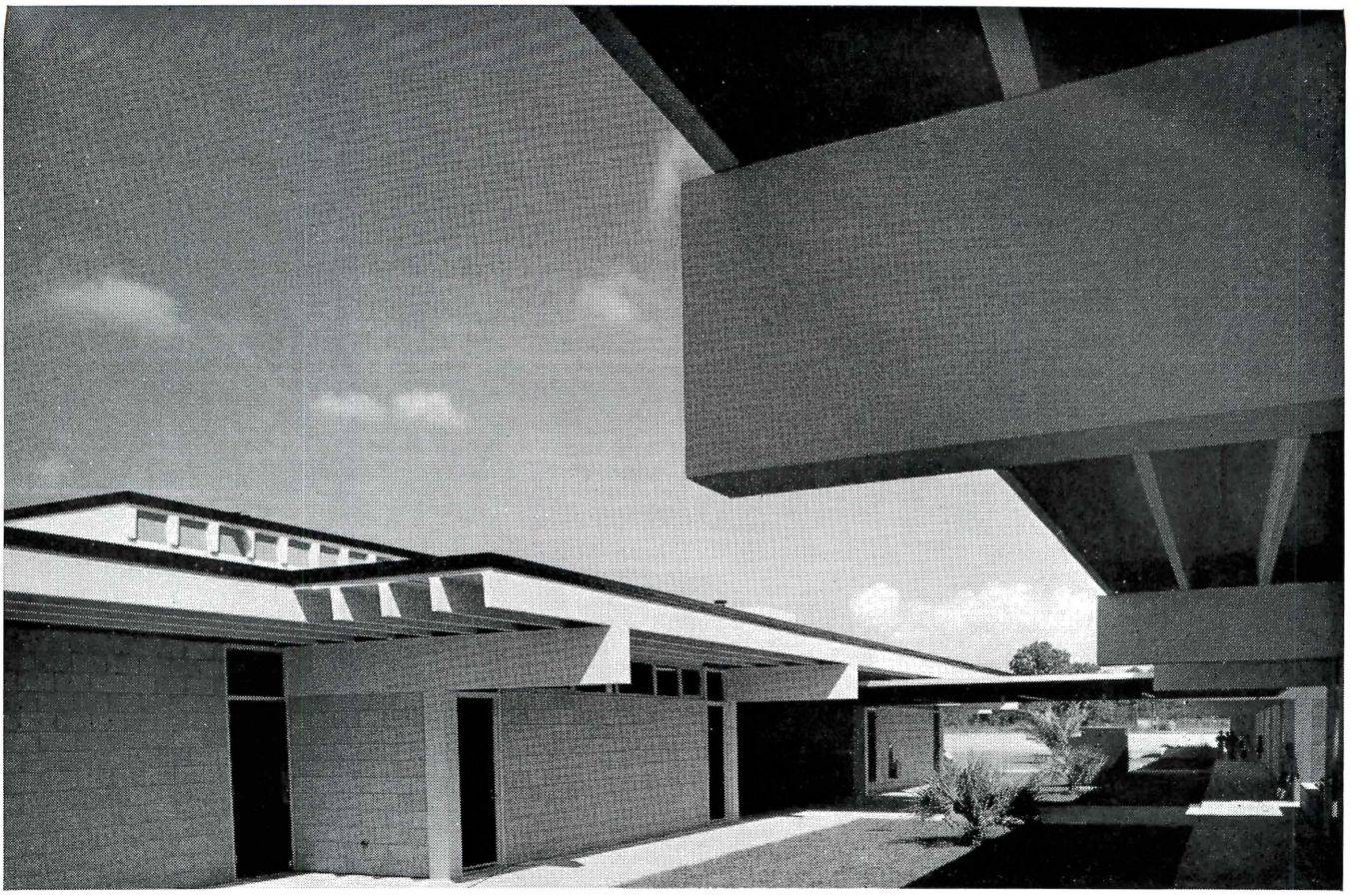
No wonder architects, engineers, builders and owners are SOLD on "Total Electric" commercial construction. In Florida, an all-electric building is more economical to build, own, and operate than one designed in the conventional manner.

LOWER INITIAL COST — Savings on construction costs can be achieved through the elimination of boilers, stacks, fuel storage tanks, insulated piping, circulating pumps, high-pressure valves and other equipment.

LOWER ANNUAL OWNING COST — All-electric construction means simpler control and operation, requiring fewer and less-skilled operating employees. Heating costs are kept to the minimum through the integrated lighting/heating/cooling system — "electrical space conditioning."

FMUA **Florida Municipal Utilities Association**

WHEN CONSUMERS OWN,
PROFITS STAY AT HOME



Owner: Hillsborough County Board of Public Instruction. Architect: McLane-Ranon-McIntosh-Bernardo. Designing Architect: Rick Rados, Tampa, Florida. Structural Engineer Consultant: Sidney L. Barker, Tampa, Florida. General Contractor: Ellis Construction Company, Tampa, Florida.

Imagination and concrete turned into 24 classrooms

$10.58* per sq. ft.
(including air conditioning)

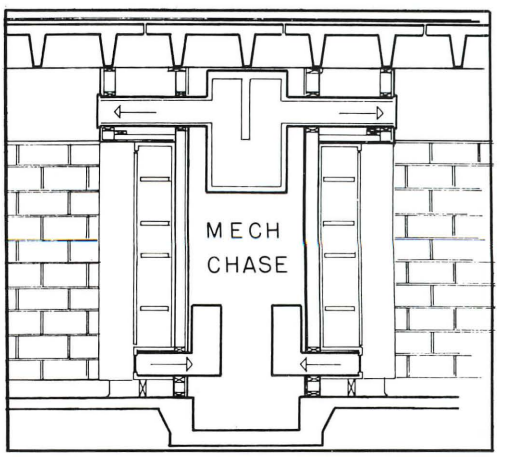
Williams Elementary School, Tampa, dramatizes the ability of Florida architects to create schools of both design individuality and low cost.

Here, the architect capitalized handsomely on the versatility of concrete. The design, embodying a concrete frame, prestressed roof and concrete masonry walls, features an unusual high-accessibility arrangement of air-conditioning and mechanical systems.

Each classroom complex stands as two structural frames, divided by a floor-to-roof mechanical chase through the center of the building, providing ready access from both ends.

Absence of beams at the chase top permits the air-conditioning feeder duct to fit snugly against the stem of the prestressed double tee. Chase walls in the classrooms are utilized for recessed bookcases, storage and duct outlets and returns.

Increasingly, architects as well as school boards are looking to concrete—not for its design potential alone, but its fire safety, insulating and acoustic values and life-long economy.

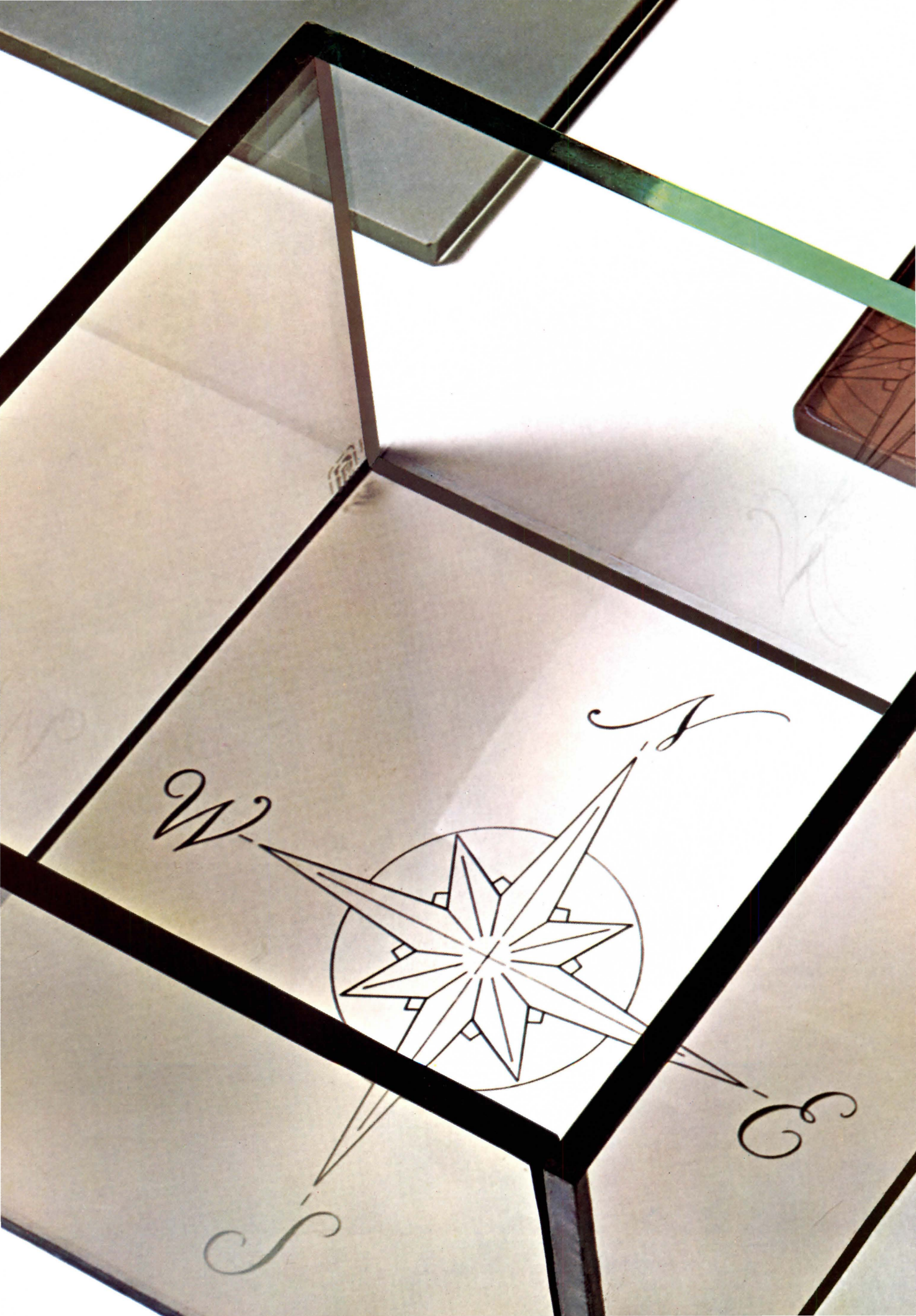


MECHANICAL CHASE DETAIL

*Calculated per A.I.A. document D-101

1966 50th year

PORTLAND CEMENT ASSOCIATION
1612 E. Colonial Drive, Orlando, Florida 32803
An organization of cement manufacturers to improve and extend the uses of portland cement and concrete


N
W
E
S

New environmental control with Glass Conditioning* from PPG

The glass you select to control heat loss on the north side of a building may not be the best glass to use on the south side. Each elevation presents a different problem. PPG has the full range of environmental glass to control glare and reduce heat gain or loss for optimum comfort and economy on every exposure of any building.

Your PPG Architectural Representative can bring the advantages of Glass Conditioning to your building. He can help you select the right glasses to provide maximum indoor comfort while contributing materially to lower heating and air conditioning costs. Call him or write: Glass Conditioning Services, Pittsburgh Plate Glass Company, One Gateway Center, Pittsburgh, Pennsylvania 15222.

PPG®

PPG MAKES THE GLASS THAT MAKES THE DIFFERENCE

*Service mark of the Pittsburgh Plate Glass Company

Alger-Sullivan Company
Century, Florida
WOOD PRESERVATIVE PROCESS
Agency — Dodson, Craddock and Born Advertising, Inc.
PO Drawer A
Pensacola, Florida 32502

Architectural Research Corp.
12068 Woodbine
Detroit, Michigan 48239
PRE-CAST AGGREGATE PANELS
Agency — Cloudman Oldham
19427 West McNichols
Detroit, Michigan

Behlen Manufacturing Company
Columbus, Nebraska
ROOF SYSTEMS AND LOAD-BEARING CURTAIN WALLS
Agency — Robert R. Sanford, Adv.
814 Argyle Bldg.
Kansas City, Mo. 64106

Bird & Son Inc.
Charleston, South Carolina 29405
SOLID VINYL BUILDING MATERIALS
Agency — Reach, McClinton & Co., Inc.
4390 Prudential Center
Boston, Mass. 02199

Peter Bromer
2927 Flamingo Drive
Miami Beach, Florida
ARCHITECTURAL PHOTOGRAPHY

Carolina Seating Company
Horst Gunther Contract Furnishing Center
4111 No. Miami Avenue
Miami, Florida 33127
OFFICE FURNITURE

The Ceco Corporation
5601 West 26 Street
Chicago, Illinois 60650
COLORSTYLE STEEL DOORS
Agency — The Fensholt Advertising Agency, Inc.
17 East Erie Street
Chicago, Illinois 60611

Certified Plumbers of South Florida
2526 W. Flagler Street
Miami, Florida 33135
ASSOCIATION OF CERTIFIED MASTER PLUMBERS AND CERTIFIED JOURNEYMEN

Cline Aluminum Products, Inc.
112-32 Avenue West
Bradenton, Florida
ARCHITECTURAL ALUMINUM DOORS

Customwood Manufacturing Company
3620 High Street, NE
Albuquerque, New Mexico 87107
ARCHITECTURAL CARVED WOOD GRILLES

Douglas Village Corporation
Douglas Road at the Trail
Coral Gables, Florida 33134
BUILDING PRODUCT EXHIBITS

Dunan Brick Yards, Inc.
1001 SE 11 Street
Hialeah, Florida
DECORATIVE MASONRY MATERIALS

Dwyer Products of Florida, Inc.
921 Dupont Plaza Center
Miami, Florida
MANUFACUTRER OF KITCHENS FOR MOTELS, RESORTS AND HOTELS
Agency — Taylor-Chalmers
1001 Washington Street
Michigan City, Indiana 46360

Endure-A-Lifetime Products, Inc.
2375 NW 75 Street
Miami, Florida 33147
MANUFACTURERS OF HIGH QUALITY ALUMINUM BUILDING SPECIALTIES
Agency — Advertising Directors
1 Lincoln Road Building
Miami Beach, Florida 33139

Florida Caterpillar Dealers
Jos. L. Rozier Machinery Co., Orlando-Tampa
Kelly Tractor Company, Miami-West Palm Beach-Clewiston
Ring Power Corporation, Jacksonville-Tallahassee-Ocala
PACKAGED ELECTRICITY FOR PRIME AND STANDBY POWER
Agency — Fry/Hammond/Barr
600 E. Washington
Orlando, Florida 32801

Florida Concrete & Products Association
PO Box 160
Winter Park, Florida 32790
ASSOCIATION OF MASONRY UNIT MANUFACTURERS

Florida Foundry & Pattern Works
3737 NW 43 Street
Miami, Florida 33142
CUSTOM-CAST PLAQUES

Florida Gas Transmission Company
Orlando and Orange Avenues
Winter Park, Florida 32790
GAS — COOKING AND HEATING
Agency — Fry/Hammond/Barr
600 E. Washington
Orlando, Florida 32801

Florida Industries Exposition
Exposition Park
Orlando, Florida
EXHIBITION OF FLORIDA-MADE PRODUCTS
Agency — Fry/Hammond/Barr
600 E. Washington
Orlando, Florida 32801

Florida Investor-Owned Electric Utilities
Florida Power & Light Company
Gulf Power Company
Florida Power Corporation
Tampa Electric Company
ELECTRIC UTILITIES
Agency — Bishopric/Green/Fielden, Inc.
3361 SW 3 Avenue
Miami, Florida 33145

Florida Municipal Utilities Association
PO Box 2402
Lakeland, Florida 33803

Listed here are firms which have helped this Official Journal of the FAAIA grow during the past year. All services, materials and products which they make or sell are of quality to merit your specification. They seek your approval.

STATEWIDE MUNICIPAL ELECTRIC UTILITIES
Agency — Walter H. Mitchell
229-B Pasadena Place
Orlando, Florida 32803

Florida Natural Gas Association
1500 E. Highway #50
Winter Garden, Florida
GAS — COOKING AND HEATING
Agency — Palmer Tyler and Co.
3000 Biscayne Blvd.
Miami, Florida 33137

Florida Portland Cement Division
General Portland Cement Company
PO Box 1528
Tampa, Florida 33601
PORTLAND CEMENT
Agency — Byington-Taliaferro, Inc.
Riverside Professional Building
Tampa, Florida

GEM Aluminum Products, Inc.
715 Barnett Drive
Lake Worth, Florida
ALUMINUM DOORS AND FRAMES

Georgia-Pacific Corporation
PO Box 311
Portland, Oregon 97207
Jacksonville-Miami-Orlando-Tampa
PLYWOOD AND PANELING

Gory Roofing Tile Manufacturing, Inc.
1773 NE 205 Street
North Miami, Florida
CONCRETE ROOFING TILES
Agency — E. J. Scheaffer
1090 NE 79 Street
Miami, Florida 33138

Houdaille-Duval-Wright Company
A Division of Houdaille Industries
1000 Riverside Avenue
Jacksonville, Florida
CONCRETE STRUCTURAL PRODUCTS AND SERVICES

Jenkins Brick Company
PO Box 91
Montgomery 1, Alabama
COMPLETE LINE OF UNUSUAL FACING BRICK AND HOLLOW BUILDING TILE

Jones & Laughlin Steel Corporation
3 Gateway Center
Pittsburgh, Pennsylvania 15230
MANUFACTURER OF STEEL
Agency — Palmer Willson & Worden Inc.
660 Madison Avenue
New York, New York 10021

J. I. Kislak Mortgage Corp. of Florida
1101 Brickell Avenue
Miami, Florida 33131

12th Annual Advertisers Honor Roll

FINANCING FOR CONSTRUCTION
Agency — Woody Kepner
3361 SW Third Avenue
Miami, Florida 33145

Knoll Associates, Inc.
111 NE 40 Street
Miami, Florida
320 Park Avenue
New York, New York 10022
FURNISHINGS AND FABRICS

Lambert Corporation of Florida
2125 West Central Avenue
Orlando, Florida
WATERPROOFING MATERIALS, CONCRETE

Lehigh Portland Cement Company
Allentown, Pa.
District Sales Office:
Jacksonville, Fla. 32216
PRECAST CONCRETE PANELS
Agency — Lewis & Gilman
6 Penn Center Plaza
Philadelphia, Pa. 19103

Libbey-Owens-Ford Glass Company
811 Madison Avenue
Toledo, Ohio
GLASS PRODUCTS
Agency — Fuller & Smith & Ross
55 Public Square
Cleveland, Ohio 44113

Mercer Plastics Company, Inc.
1 Jabez Street
Newark, New Jersey 07105
VINYL BUILDING PRODUCTS
Agency — Alden Advertising
49 West 45 Street
New York, New York 10036

Merry Brothers Brick and Tile Company
Augusta, Georgia
STRUCTURAL CLAY PRODUCTS
Agency — Withers & Carson
700 Security Federal Building
Columbia, South Carolina 29201

Muzak Corporation
1646 San Marco Boulevard
Jacksonville 7, Florida
1859 Bay Road, Miami Beach, Fla.
3107 Edgewater Drive, Orlando, Fla.
PO Box 1803, Tampa 1, Fla.
PROGRAMMED BACKGROUND MUSIC
Agency — Marsteller Inc.
800 Second Avenue
New York, New York 10017

Oil Fuel Institute of Florida, Inc.
OIL HEATING
Agency— McAllister-Barker, Inc.
PO Box 6966
Orlando, Florida 32803

Panelfold Doors Inc.
1090 East 17 Street
Hialeah, Florida
WOOD FOLDING PARTITIONS

Permaglass, Inc.
215 W. Main Street
Woodville, Ohio 43469
3060 SW Second Avenue
Fort Lauderdale, Fla.
SAFEGLAZE TEMPERED SAFETY GLASS
Agency — Beeson-Reichert, Inc.
1806 Madison Avenue
Toledo 2, Ohio

Pittsburgh Plate Glass Company
1 Gateway Center
Pittsburgh, Pennsylvania 15222
GLASS — COMMERCIAL MARKET — GLASS CONDITIONING
Agency — Ketchum, MacLeod & Grove, Inc.
4 Gateway Center
Pittsburgh, Pennsylvania 15222

Richard Plumer Business Interiors
155 NE 40 Street
Miami, Florida 33137
INTERIOR DECORATORS
Agency — Blackwood Advertising
155 NE 40 Street
Miami, Florida 33137

Portland Cement Association
1612 East Colonial Drive
Orlando, Florida 32803
PORTLAND CEMENT AND PRODUCTS
Agency — J. Walter Thompson
410 N. Michigan Avenue
Chicago 11, Illinois

Prescolite Manufacturing Corporation
1251 Doolittle Drive
San Leandro, California
LIGHTING FIXTURES
Agency — Lennen & Newell
248 Battery Street
San Francisco, California 94111

Reflectal Borg-Warner Corporation
1000 W. 120 Street
Chicago, Illinois 60643
ALUMINUM FOIL BUILDING INSULATION
Agency — The Biddle Company
108 East Market Street
Bloomington, Illinois 61702

Rheem Manufacturing Company
Ruud Commercial Water Heaters
7600 So. Kedzie Avenue
Chicago, Illinois 60652
COMMERCIAL GAS WATER HEATERS
Agency — Bronner & Haas, Inc.
35 E. Wacker Drive
Chicago, Illinois 60601

Robbins Manufacturing Company
Tampa and Orlando, Florida
PRESSURE TREATED LUMBER
Agency — Louis Benito
507 Morgan Street
Tampa, Florida 33602

Shelton, Ullmann, Smith & Streich, Inc.
600 SE 2 Court
Fort Lauderdale, Florida
CONTRACT AND COMMERCIAL INTERIORS
Agency — George Knoerr
2701 E. Oakland Park Blvd.
Fort Lauderdale, Florida

Solite Corporation
Richmond, Virginia
LIGHTWEIGHT MASONRY UNITS AND STRUCTURAL CONCRETE
Agency — Cabell Eanes Inc.
509 West Grace Street
Richmond 20, Virginia

Southern Bell Telephone and Telegraph Company
Atlanta, Georgia
COMMUNICATIONS
Agency — Tucker Wayne &
2700 Peachtree Center Building
Atlanta, Georgia 30303

Stairbuilders
Route 66
McCook, Illinois 60525
PREFABRICATED METAL STAIRBUILDER UNITS
Agency — Martin-Engel & Associates
423 Tenth Street
Wilmette, Illinois 60091

Stresscon International, Inc.
1000 NW 57 Avenue
Miami, Florida
PRECAST AND PRESTRESSED PRODUCTS

Trinity White, General Portland Cement Co.
111 West Monroe Street
Chicago, Ill.
PORTLAND CEMENT
Agency — Alex T. Franz
1 East Wacker Drive
Chicago, Illinois 60601

United States Steel
5 Gateway Center
Pittsburgh, Pennsylvania 15230
STEEL PRODUCTS
Agency — Batten, Barton, Durstine & Osborn, Inc.
1 Gateway Center
Pittsburgh, Pennsylvania 15230

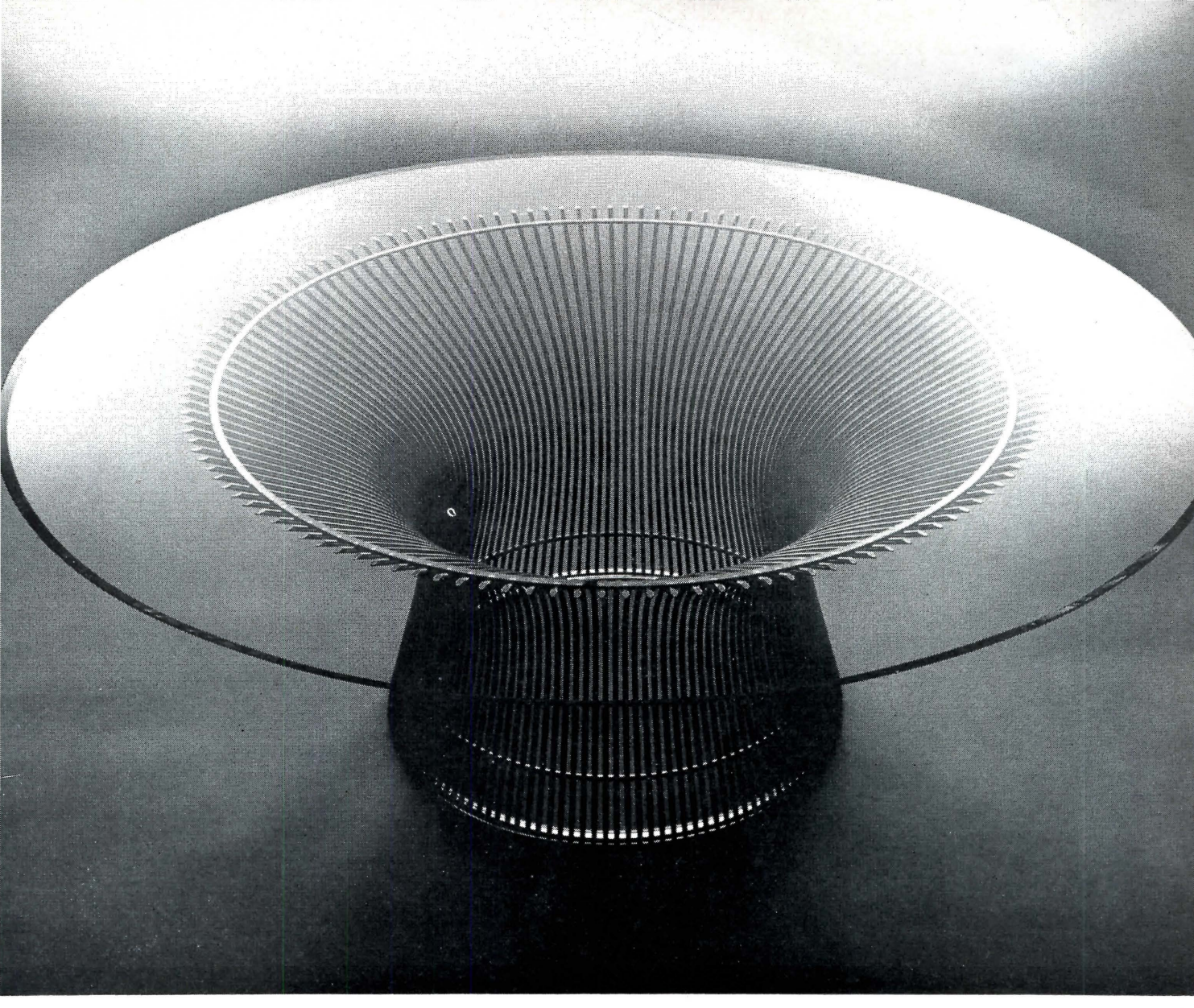
F. Graham Williams Co.
1690 Monroe Drive, NE
Atlanta, Georgia 30324
MASONRY BUILDING MATERIALS, PRODUCTS

Zonolite Division, W. R. Grace & Co.
135 So. LaSalle Street
Chicago, Illinois
LIGHWEIGHT INSULATING FILL
Agency — Fuller & Smith & Ross
410 No. Michigan Avenue
Chicago, Illinois 60611

Douglas Village Corp., Douglas Road and Tamiami Trail, Coral Gables, Florida

The Quality Exhibitors at the Galerie of Building Products welcome Members of FAAIA to Dade County and extend an invitation to visit historic Douglas Village, a foremost architectural landmark at Douglas Road & SW 8th Street in Coral Gables.

ACME KITCHENS OF FLA., INC.
ADAMS BUILDING SUPPLIES, INC.
ALLIED STEEL PRODUCTS
ALUMINUM MFG. INDUSTRIES, INC.
AMERICAN KITCHENS
ALDORA ALUMINUM PRODUCTS
ARCHITECTURAL PHOTOGRAPHY
BY PETER R. BROMER
BLACK - BAKER PHOTOGRAPHY
CERTIFIED PLUMBERS OF S. FLORIDA
CHAMPION MANUFACTURING CO., INC.
CLIMA COAT, INC.
CUSTOMWOOD MANUFACTURING CO.
DADE FEDERAL SAVINGS & LOAN ASSN.
DAVIS NURSERY & LANDSCAPING CO.
DESIGNERS FLOORING CO.
DEVOE PAINT COMPANY
DWOSKIN, INC.
DUNAN BRICK YARDS, INC.
DUROMATIC WATER HEATER
ENDURE-A-LIFETIME PRODUCTS, INC.
FARREY'S WHOLESALE HARDWARE CO., INC.
FEDERAL MILLWORK CORP.
FLORIDA GLASS & MIRROR CO.
FLORIDA POWER & LIGHT CO.
GEORGIA-PACIFIC CORP.
W. R. GRACE & CO.
CONTRACT FURNISHING CENTER
HAMILTON TURF EQUIPMENT CO.
HURRICANE AWNING SHUTTER CO., INC.
MIAMI TILE & TERRAZZO, INC.
MILLER INDUSTRIES, INC.
MIMS & THOMAS MANUFACTURING CO., INC.
NATIONAL LEAD CO., PHILADELPHIA BRANCH
NESBITT & COMPANY
NEVAMAR COMPANY
PALM BEACH CLAY TILE CO.
SEABROOK WALLPAPERS
SOUTHERN BELL TEL. & TEL. CO.
STRESSCON INTERNATIONAL, INC.
ALUMA SCREEN PANELS, INC.
AMERICAN CANVAS PRODUCTS CORP.
ARCHITECTURAL HARDWARE, INC.
AR-LITE PANELS, INC.
DAVID BUTT
CATALINA POOLS, INC.
COLOROC OF MIAMI
CLIMATROL CORP.
DWYER PRODUCTS OF FLA., INC.
THE FADEX CORP. OF AMERICA
FLA. BRICK & CLAY CO., INC.
FLA. TILE INDUSTRIES, INC.
GORY ROOFING MFG., INC.
HOTPOINT
JOHNS-MANVILLE
MODERN PARTITIONS, INC.
PALM CREST DESIGNS, INC.
QUALITY WOOD PRODUCTS, INC.
RICHARD PLUMER
PREMIX PRODUCTS, INC.
ROWELL-HARNAP DIST. CORP.
ROYAL AIR CONDITIONING CORPORATION
SYMMONS SHOWER SYSTEMS
STONE FLEX, INC.
STORES RESEARCH CORP.
STYLE-RITE OF AMERICA
TUB MASTER
TRULY NOLEN, INC.
UNITED STATES PLYWOOD CORP.
UNIVERSITY NATIONAL BANK
VAN ATTEN-McKELVEY CORP.
KURT WALDMANN PHOTOGRAPHY
WALTON BUILDING PRODUCTS, INC.
WALTON WHOLESALE CORP.
WINDOW MASTER CORP.
YALE OGRON MANUFACTURING CO., INC.



THE PLATNER COFFEE TABLE DESIGNED BY WARREN PLATNER, A.I.A.

If any table can be called an architectural achievement, this one can.

To make it, steel rods must be held in place with micrometer accuracy, while hundreds of welds are applied. The slightest error would be exaggerated many times by the optical effect of the rods.

The top comes in either glass, wood or marble. The steel rod base in bright nickel or dark bronze finish.

The Platner collection includes this coffee table, an easy chair with ottoman, lounge chair, arm chair, stool, side tables and a dining table.

Should you wish to see them all, please write for our Platner brochure. Knoll Associates, Inc., Furniture and Textiles, 320 Park Avenue, New York, New York 10022. Knoll International operates in 26 countries.

The Platner Collection is now on display in the Knoll Showroom, 111 N.E. 40th Street.

Focus

Quality

Thru Responsibility

in Planning.

Specify Gem Door

Quality!

GEM-DOORS SHOWN AT LANTANA JUNIOR HIGH SCHOOL
Architects: SMITH & SELZER, Lake Worth

Extruded Aluminum

DOORS and FRAMES

Heliarc Welded

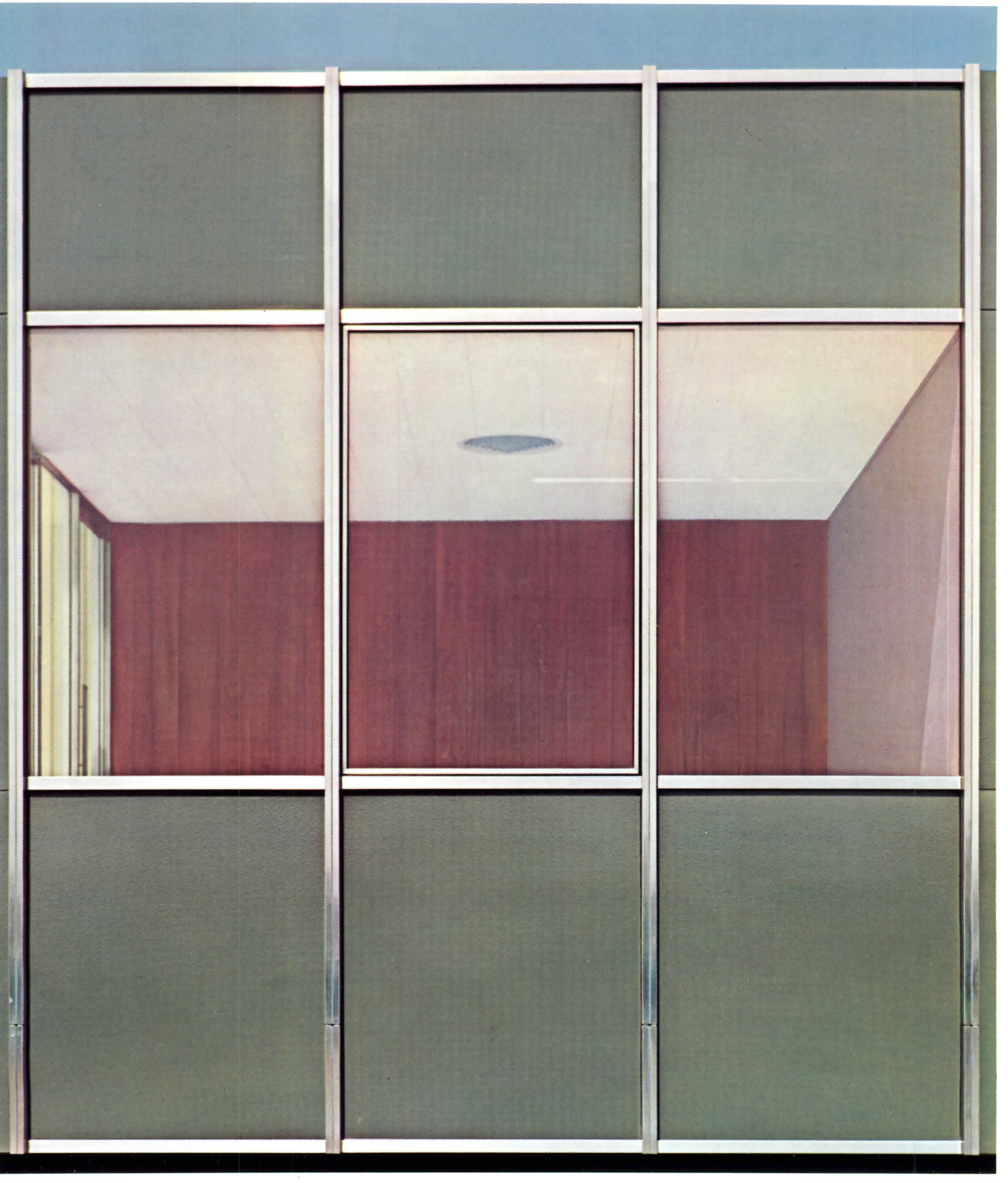
VISIT US
AT
BOOTH 61

Gem Aluminum **PRODUCTS, INC.**

715 Barnett Drive Lake Worth, Florida Telephone 585-1766

Here, for the first time, a truly competitive stainless steel fenestration system

(Turn page for the story)



Announcing
USS Ultimet

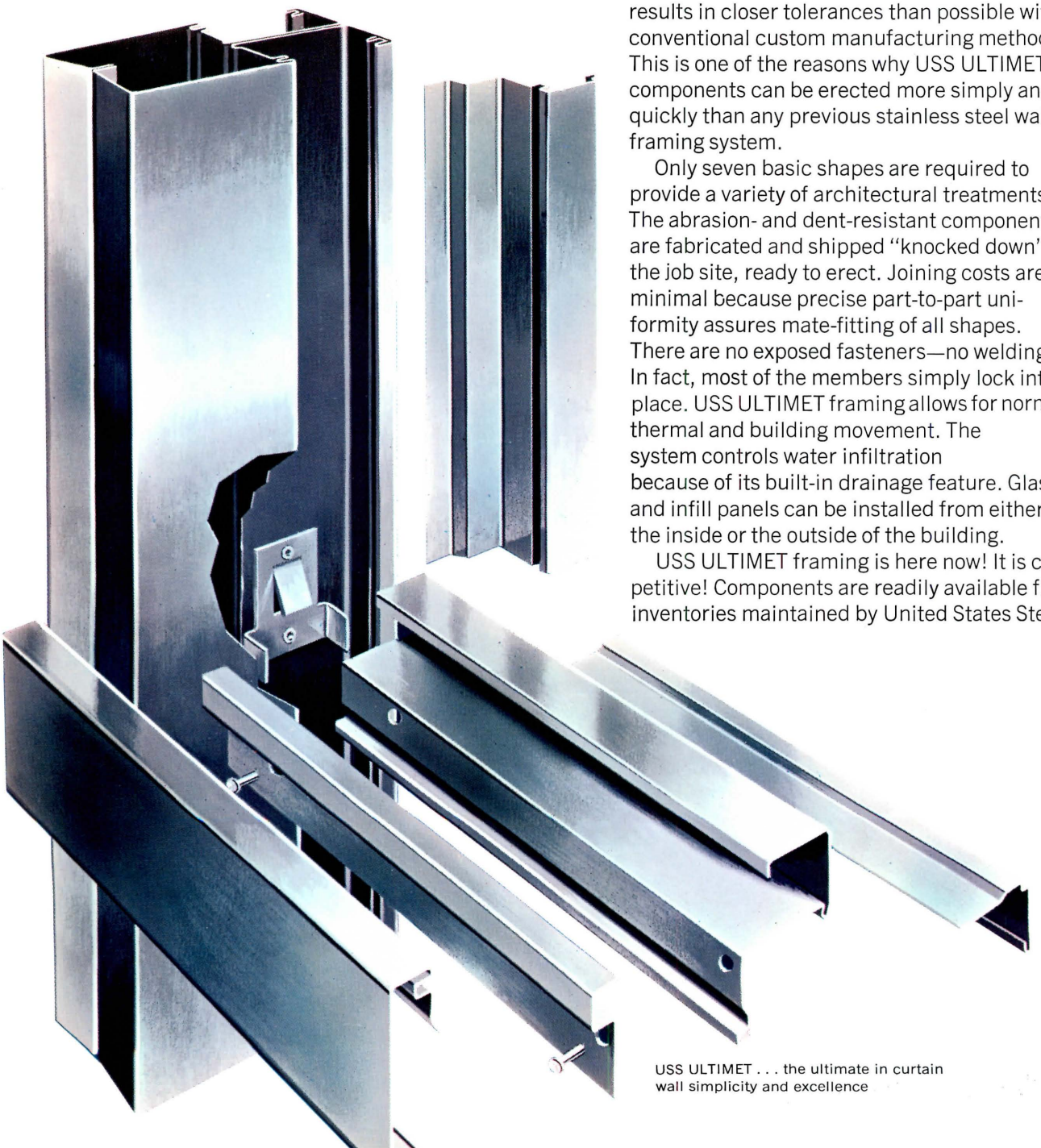
a truly competitive stainless steel fenestration system that is available *now* for architectural applications—for new construction or building renovation.

USS ULTIMET Stainless Steel Wall Framing is an entirely new architectural design concept which takes advantage of modern manufacturing methods. ULTIMET components give the architect a completely integrated series of structurally efficient and easily fabricated and erected stainless steel shapes that lend themselves to a great variety of architectural expressions and applications.

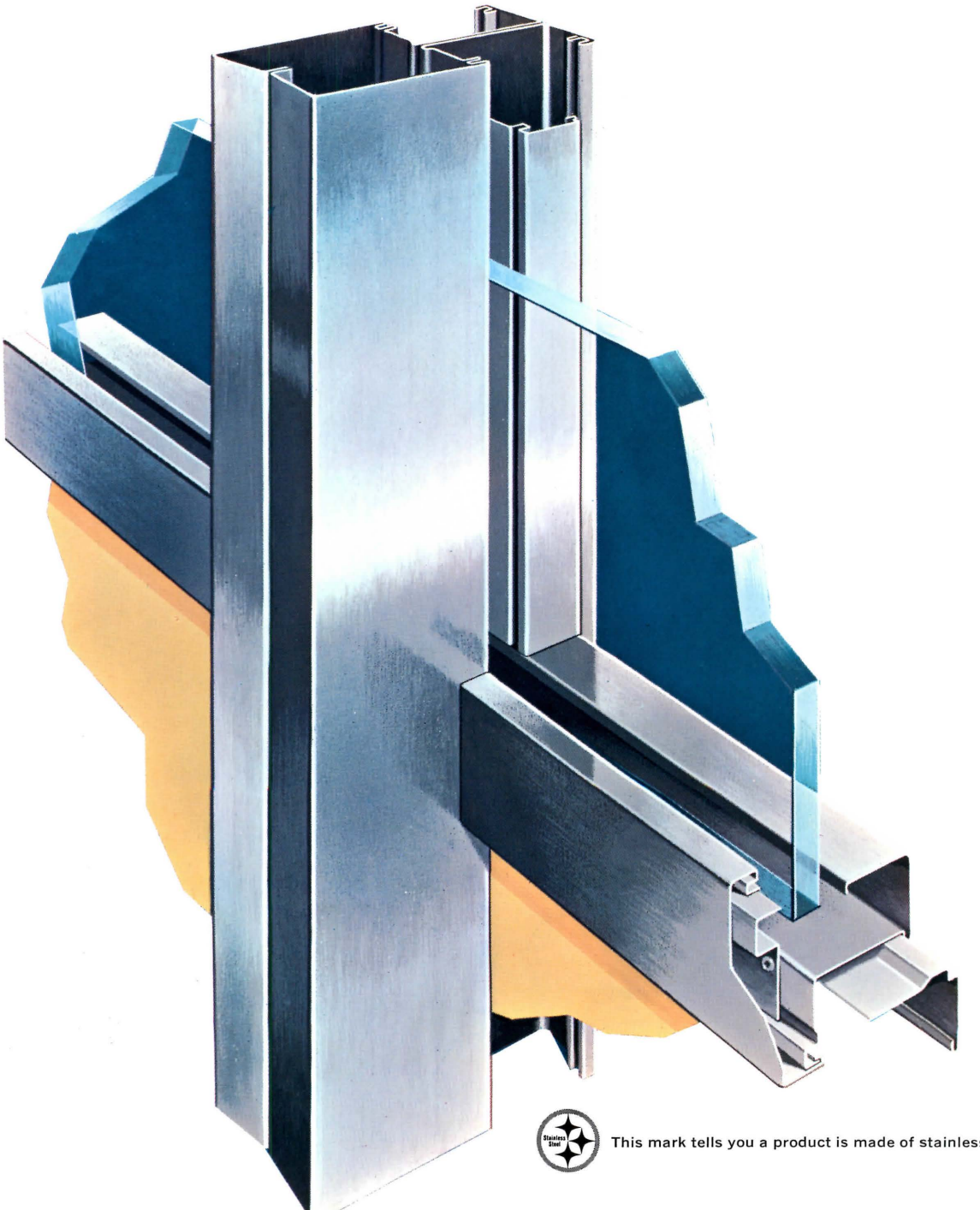
All USS ULTIMET shapes are roll-formed, to make the best use of Type 304 stainless steel's remarkable properties. This permits economic achievements in the structural design, fabrication and erection of stainless steel curtain walls never before possible. Roll-forming also results in closer tolerances than possible with conventional custom manufacturing methods. This is one of the reasons why USS ULTIMET components can be erected more simply and quickly than any previous stainless steel wall framing system.

Only seven basic shapes are required to provide a variety of architectural treatments. The abrasion- and dent-resistant components are fabricated and shipped "knocked down" to the job site, ready to erect. Joining costs are minimal because precise part-to-part uniformity assures mate-fitting of all shapes. There are no exposed fasteners—no welding. In fact, most of the members simply lock into place. USS ULTIMET framing allows for normal thermal and building movement. The system controls water infiltration because of its built-in drainage feature. Glass and infill panels can be installed from either the inside or the outside of the building.

USS ULTIMET framing is here now! It is competitive! Components are readily available from inventories maintained by United States Steel.



USS ULTIMET . . . the ultimate in curtain wall simplicity and excellence



This mark tells you a product is made of stainless steel.

USS Ultimet Doors

Only four roll-formed shapes are required to frame the USS ULTIMET Narrow-Stile Door. A one-piece channel-gasket is fitted around the perimeter of the glass, and the framing members are simply tapped into place. Only one screw in each corner completes the assembly, and a simple adjustment in each corner squares it up. USS ULTIMET Doors accommodate standard locks, hinges and closers and combine maximum visibility with security.

USS Ultimet Horizontally Pivoted Windows

The USS ULTIMET Horizontally Pivoted Window is attractive and practical. Designed to pivot 360° horizontally for emergency ventilation and ease of cleaning from the interior, it is easy to fabricate and install. Only *one* basic shape is required for the vent, and the basic grid members provide the frame for the sash. The design presents a flush appearance around its entire perimeter, with neat, narrow sight lines. USS ULTIMET Windows are snug and weather-tight and meet the NAAMM test requirements.

USS ULTIMET components are available *now*. Send the coupon today for your copy of the book, "USS ULTIMET Stainless Steel Wall Framing," or contact a USS Architectural Products Representative through your nearest USS Construction Marketing or Sales Office. USS and ULTIMET are trademarks.

United States Steel
Architectural Products Section
Room 9297
525 William Penn Place
Pittsburgh, Pa. 15230

☐ Please send my free copy of "USS ULTIMET Stainless Steel Wall Framing."
☐ Please have a representative call.

Name_____

Title_____

Firm_____

Address_____

City_____ State_____ Zip Code_____

USS United States Steel: where the big idea is innovation

SUPPORT
YOUR PUBLICATION

When writing to manufacturers about new products or advertisements first seen here . . .

tell them you saw it in . . .

The
FLORIDA
ARCHITECT

We are honored to headquarter

the 52nd Annual Convention and Building Products

Exhibit of the FAAIA — October 5-8

DEAUVILLE HOTEL

MIAMI BEACH, FLORIDA

Muzak sound systems are designed for voice and music

Muzak sound systems provide building-wide communications. Speakers are balanced for full range reproduction of programmed background music and voice-paging or public addressing. Your local Muzak franchiser can provide expert assistance in placing speakers for exact coverage according to size, ambient noise, and special needs of the areas to be installed. Whenever you need versatile sound systems, call your local Muzak franchiser.

music by Muzak®

Jacksonville: Florida Wired Music Company, 1646 San Marco Blvd.
Orlando: Florida Music Network, Inc., 3107 Edgewater Drive
Tampa: Tropical Music Service, Inc., Post Office Box 1803
Miami Beach: Melody Inc., 1759 Bay Road

CIVIC BUILDING,
Town of Belleair, Florida

ALL-ELECTRIC BUILDING AWARD

Architect: *Carl N. Atkinson, AIA, St. Petersburg.*
Consulting Engineers: *Ebaugh & Goethe, Inc., Gainesville.*
Contractor: *Richard Deeb, St. Petersburg.*

This multi-purpose all-electric building houses all administrative offices, police and fire departments, plus public auditorium. Year-round air conditioning and heating accomplished through electric heat pumps serving six individually controlled zones. Total capacity, 60 tons.

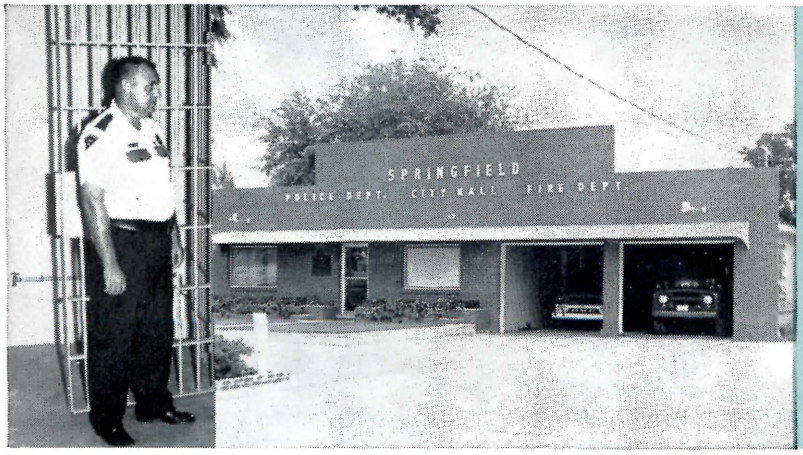
Civic Buildings throughout

(TAXPAYERS PROFIT BY

With civic buildings increasingly becoming centers of year-round com munity activities, *flameless* electric cuts costs as the source for al cooling, heating, lighting and power.

The civic buildings shown here typify Florida's growing trend towar ALL-ELECTRIC . . . signified by the All-Electric Building Award and th Award of Merit for Electrical Excellence.

Cheaper than in combination with flame-type fuels, the total-electri concept lowers construction costs and reduces maintenance expense



ALL-ELECTRIC BUILDING AWARD

MUNICIPAL BUILDING,
Springfield, Florida

Architect & Contractor: *J. T. Barton, Panama City.*

This all-electric building serves as City Hall, Police Department, Fire Department, Municipal Court and Jail. Year-round heating and cooling is provided by a compact electric heat pump. The prison kitchen is all-electric and even the *jail cells are air conditioned.*

Florida's Electric Companies

FLORIDA POWER & LIGHT COMPANY • GULF POWER COMPA

ALL-ELECTRIC BUILDING AWARD

FLORIDA CITRUS SHOWCASE BUILDING,
Winter Haven, Florida

Architect & Engineer: *Sydney Stilley & Associates, Jacksonville.*
Contractor: *Hungerford Construction Co., Tampa.*

This all-electric circular-shaped building features more than 23,000 sq. ft. of floor space, with 17,000 sq. ft. devoted to useful exhibit area. Approximately 250,000 people attend the annual Florida Citrus Showcase held here.

ida are going Total-Electric

AMELESS ADVANTAGES)

leaning and redecorating. Architects can effect significant savings and chieve greater flexibility of design.

Automatic, flameless reverse-cycle electric air conditioning offers reater year-round comforts and eliminates big-expense items like boiler ooms, fuel storage facilities, flues and vents.

Get the money-saving facts! You and your architect or engineer are nvited to consult your electric utility company at any time, without bligation.

MIAMI BEACH AUDITORIUM,
Miami Beach, Florida

AWARD OF MERIT FOR ELECTRICAL EXCELLENCE

Architects: *Russell T. Pancoast & Associates; Henry Hohauser; L. Murray Dixon.*
City Engineer: *Morris N. Lipp*
Contractors: *L & H Miller Co.; Zanet Construction Corp.*

This spacious all-electric auditorium is the home of the Jackie Gleason Show, the Miss Universe International Beauty Contest, big-time sport events, etc. Its electric air conditioning system is of 415-ton capacity. Hot water needs are supplied by two 500-gallon electric water heaters. Interior lighting is ample and decorative.

x-paying, Investor-owned

LORIDA POWER CORPORATION • TAMPA ELECTRIC COMPANY

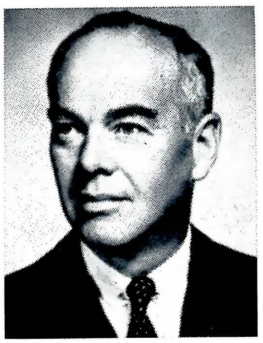
THE PRESIDENT'S GREETINGS

to the

FLORIDA REGIONAL CONVENTION

Miami Beach, Florida

October 5 - 8, 1966



I welcome this opportunity to greet the architects of the Florida region and send you my best wishes on the occasion of your annual regional convention.

You will be discussing one of the most pressing and vital areas of concern to our profession: our relationship with the community and the contributions that we can make to its future. The architect, design, and community are, we have only recently begun to discover, interdependent elements in a society in which a full and decent life is possible. Take away any one of them and the others lose meaning and coherence. If architecture and the community are mutually exclusive, as they seem to have been for decades, design will be recognizable chiefly by a few isloated beautiful buildings in an overwhelming mass of mediocrity.

The new revolution of change which is upon us makes it imperative that our profession analyze, restudy and, if necessary, revise many of our traditional methods of practice, education, and design in order to serve today's pressing needs of our major clients, business and government. These needs involve almost exclusively the desperate and growing problems of urban life.

Of even greater importance is the necessity to change our traditional isolation toward community affairs. For unless every architect immerses himself to the best of his ability in the political and social life of the community and places himself in the maximum possible position to influence community sentiment, we will have no opportunity to provide a physical environment in which good design is possible.

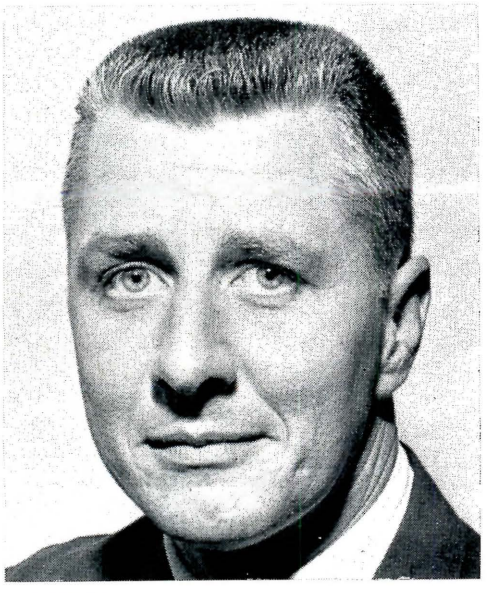
Charles M. Nes, Jr., FAIA

FOCUS: COMMUNITY

FOCUS: CONVENTION

The program for the 1966 Convention is certainly one of the most inviting, vital and promising schedules ever offered to the architects of Florida. Every day brings interesting opportunities of great benefit — important seminars, outstanding architects, our own legislative counsel, two leading candidates for Governor of Florida, and so much more! On the next two pages, you'll find outlined a full schedule of business sessions, luncheons, banquets, and fun-events — check the list carefully and be sure to crowd in as much as possible. A multitude of new ideas, new theories, new solutions — and new people — are waiting to bring new benefits to your architectural practice. It's all yours for the taking at the 52nd Annual FAAIA Convention.

As you tour through the Building Product Exhibits, keep your eyes open for the constantly-changing location of special Visitation Prize boxes. Drop in the appropriate ticket stubs and you could win one of these excellent prizes: a 19-inch Emerson portable television set . . . an Emerson solid-state Stereo phonograph . . . an SCM portable electric typewriter . . . or a Polaroid 101 Color Camera!



CONVENTION CO-CHAIRMEN

Robert Boerema

Henry Riccio

CONVENTION SCHEDULE

WEDNESDAY, OCTOBER 5

8:30 A.M. to 6:00 P.M.	Move in and set up Building Product Exhibits and Architectural Exhibits (all day—Napoleon Room)
8:30 A.M.	FAAIA Executive Committee Breakfast Meeting—President James Deen presiding (Regency Executive Suite, Lower Lobby)
9:30 A.M. to 6:00 P.M.	Registration (Lobby)
10:00 A.M. to Noon	FAAIA Board of Directors Meeting —President James Deen presiding (Charlemagne Room—Main Lobby)
Noon to 2:00 P.M.	Board of Directors Luncheon (FAAIA Officers, new and old Board members, Chapter Officers, Past Presidents, with wives and other invited guests) (Richelieu Room—Main Lobby)
Noon to 5:00 P.M.	Ladies Hospitality Room (Normandy Room—Mezzanine)
2:30 P.M.	Past Presidents Advisory Council Meeting (Regency Executive Suite)
2:30 P.M.	FAAIA General Committee Meetings Resolutions Committee—
2:30 P.M.	Council of Commissioners Meeting —Vice President Hilliard T. Smith presiding
6:30 P.M.	Gala Party — Host: Florida South Chapter, AIA "Belles & Buoys"— Boat departs from Deauville dock

THURSDAY, OCTOBER 6

8:00 A.M. to 6:00 P.M.	Registration (Lobby)
9:00 A.M. to 5:00 P.M.	Ladies Hospitality Room (Normandy Room—Mezzanine)
9:00 A.M. to 11:00 A.M.	Business Session I—President James Deen presiding. Welcome by Mayor Elliott Roosevelt (Napoleon Room)
10:00 A.M. to 2:00 P.M.	Ribbon Cutting Ceremonies officially opening Building Product Exhibits —President James Deen officiating (Entrance to Napoleon Room)
11:15 A.M. to 12:15 P.M.	Cocktail Party — Building Products Exhibit Hall
12:15 P.M.	Luncheon—Speaker: Miami Mayor Robert King High, Democratic Candidate for Governor — Robert J. Boerema, President, Florida South Chapter, AIA, presiding (Richelieu Room)
2:00 P.M. to 4:00 P.M.	Seminar I. ENVIRONMENT THROUGH DESIGN — Seminar Chairman: J. Arthur Wohlberg; Speaker: Richard Hatch; Panel Moderator: Doug Haskell, FAIA (Napoleon Room
2:30 P.M.	Ladies Shopping Trip (Buses will depart from Deauville Hotel)
3:00 P.M. to 6:30 P.M.	Visit Building Product Exhibits— —Napoleon Room

7:15 P.M. "An Evening of Polynesian Paradise" (Luau Restaurant on the 79th Street Causeway) Buses depart from Deauville Hotel

11:30 P.M. Buses depart for Deauville Hotel (as needed)

FRIDAY, OCTOBER 7

8:00 A.M. to 6:00 P.M. Registration (Lobby)

8:30 A.M. Breakfast — Speaker: Claude Kirk, Republican Candidate for Governor

9:00 A.M. to 5:00 P.M. Ladies Hospitality Room (Normandy Room—Mezzanine)

10:00 A.M. to 12:00 Noon Seminar II. ENVIRONMENT THROUGH BUREAUCRACY—Seminar Chairman: Henry Riccio; Speaker: George T. Rockrise, FAIA; Panel Moderator: Doug Haskell, FAIA (Napoleon Room)

11:00 A.M. to 3:00 P.M. Visit Building Product Exhibits (Napoleon Room)

12:00 Noon Buffet Luncheon (free)—Building Products Exhibit Hall

12:00 Noon Ladies Luncheon—LaGorce Country Club — Presentation "Love Life of the Birds" by Mrs. Charles McWethy

3:00 P.M. to 5:00 P.M. Seminar III. ENVIRONMENT THROUGH LEARNING — Seminar Chairman: Donald I. Singer; Speaker: Charles Colbert, FAIA; Panel Moderator: Doug Haskell, FAIA (Napoleon Room)

4:00 P.M. to 6:30 P.M. Visit Building Product Exhibits

4:30 P.M. to 6:30 P.M. Tea Reception—Architectural Sectaries Assn. (Baccarat Room)

6:30 P.M. Exhibits close.

7:15 P.M. to 8:00 P.M. President's Reception (Charlemagne Room—Main Lobby)

8:00 P.M. Annual Banquet — President James Deen presiding

3rd Annual Florida Craftsman of the Year Award

Architectural Exhibit Awards

Building Products Exhibit Awards

Anthony L. Pullara Awards

Announcement of Newly-elected FAAIA Officers

Speaker: Robert L. Durham, FAIA, 1st Vice President of the American Institute of Architects

Dancing—Free bar following Banquet Program (Casanova Room)

10:30 P.M. Architectural Students Seminar (Normandy Room—Mezzanine)

SATURDAY, OCTOBER 8

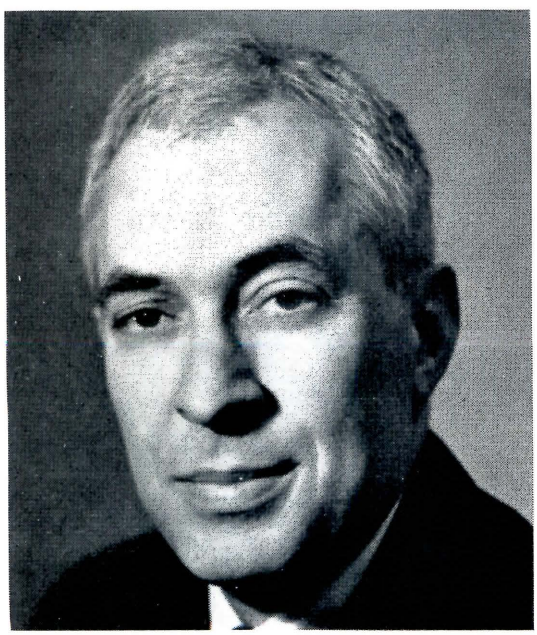
10:00 A.M. to 11:00 A.M. Business Session II—Vice President Hilliard T. Smith, Jr. presiding (Charlemagne Room)

11:00 A.M. to 12:00 Noon Post-Convention Board Meeting — President James Deen presiding (Charlemagne Room)

'SPOKESMEN' FOR OUR

These are the outstanding men who are coming from all over the country to speak out at our Miami Beach convention — men of unparalleled reputation and experience, men with vital and sometimes controversial things to say, men who will make this the most exciting FAAIA convention ever! You won't want to miss the Seminar sessions because they'll be directly concerned with problems and questions we face every day. Meet our Convention Spokesmen!

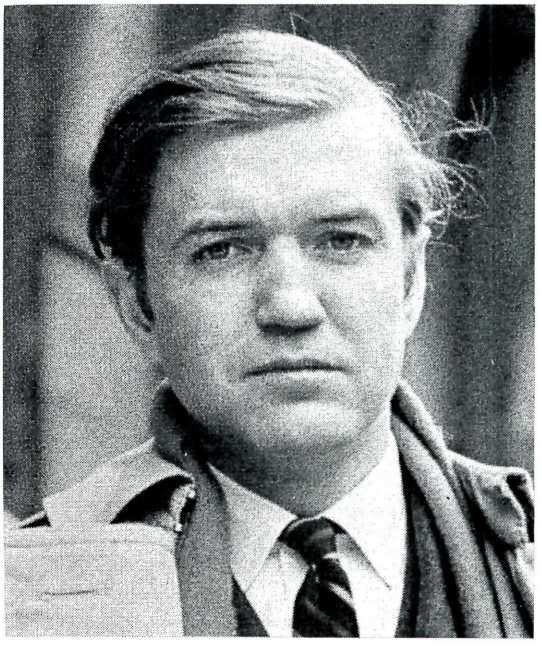
DOUGLAS HASKELL, FAIA — Our New York panel moderator is a famed architectural edittor and writer since 1925. He was editor of "Architectural Forum" and is author of numerous books. Haskell has fought for all sorts of causes, with various allies, win or lose: for inclusion of Wright in the Chicago 1933 Fair (lost); for recognition of prefab pioneer Robert L. Davison (lost) and Bucky Fuller (he won); against changing the Capitol (lost); for one-story schools (he won); for new types of school plan (initiated with Matthew Novicki's ((proposed FORUM school" won); against *Reader's Digest* and all would cut school costs by cutting off architectural creation (won—more or less); for the thesis that architects should participate heavily in urban renewal (he was awfully lonesome the first few years, but this may be considered fairly won now); for recogntion of modernism by FHA (won); for better codes (?); for honesty in building departments (?); for cross-industry education (lost, so far); for better training of architects in building economics (beginning to win); against the everlasting one-one-one-one rhythm (winning), and so on. It adds up to one great cause: *Better Architecture.*



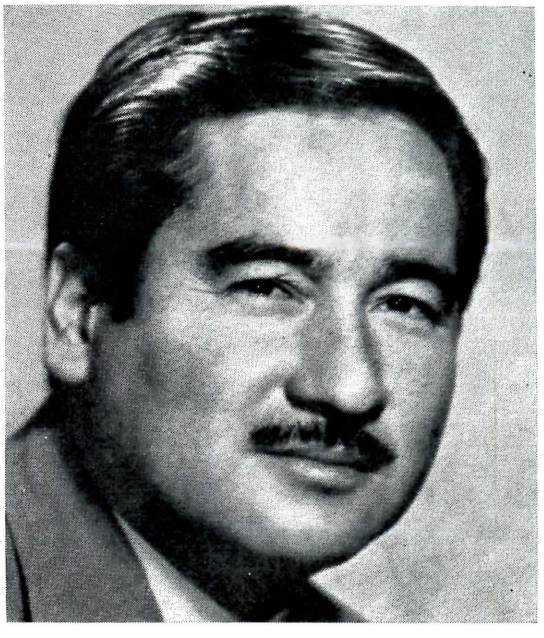
CHARLES COLBERT, FAIA — Currently in private practise in New Orleans as an architect-city planner is Charles Colbert, also a visiting professor at Tulane and Rice Universities. Colbert is also former dean of the School of Architecture, Columbia University, and his works appear in numerous American and European magazines. For three years, Colbert also served as supervising architect and director of the Office of Planning and Construction, Orleans Parish School Board. He holds a Bachelor of Architecture degree, his Master's, and has taken post-graduate courses in naval architecture.

1966 CONVENTION

You'll also have an opportunity to hear the next governor of the State of Florida! We're fortunate to have *both* leading candidates for the state's highest office. Our Thursday luncheon will feature Miami Mayor ROBERT KING HIGH, Democratic candidate for Governor. Friday morning, our breakfast speaker will be CLAUDE KIRK, Republican nominee.



C. RICHARD HATCH — Conceiver and executive director of the Architects Renewal Committee in Harlem (ARCH), Richard Hatch is 32 years old and worked as an architectural designer in New York City prior to formation of ARCH in October 1964. Hatch acquired a B.A. at Harvard and an architectural degree from the University of Pennsylvania, then spent four years in Italy. He went to work for Abbott, Merkt on his return to the U.S. in 1963, and pursued his involvement with social action as a volunteer worker for the Student Non-Violent Coordinating Committee. It was the SNCC connection which first brought him into contact with the Harlem community groups whom he advised on renewal problems. This led directly to the AIA meeting last fall, and thus to ARCH.

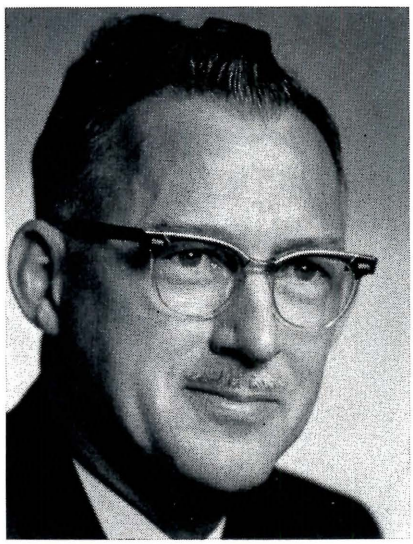


GEORGE T. ROCKRISE, FAIA — He was named Advisor to the Secretary on Design this year by Secretary Robert C. Weaver, Department of Housing and Urban Development. Rockrise has been a practicing architect, planner, urban designer and landscape architect for more than 20 years. He has been associated since 1960 in the architectural and urban planning firm of Rockrise and Watson. Mr. Rockrise received his academic training at the University of Syracuse School of Architecture, graduating in 1938 with a Bachelor's degree in Architecture. After two years as architectural draftsman and construction field worker, he was awarded a graduate fellowship in architecture at Columbia University where he won the school's IES design competition. He received his M.S. degree in architecture from Columbia in 1941. The new HUD adviser has received numerous awards for design excellence, including two national Awards of Merit from the AIA (1953 and 1959). He is author of seven books and several articles on architecture and home building. In 1963 he was named a Fellow of the AIA, which he currently serves as a member of the Esthetics Commitee.

The Annual Festive FAAIA Banquet

SPEAKER

Robert L. Durham, FAIA



1st Vice President
of the A.I.A.

A wonderful evening of fine food and excellent entertainment will begin with a President's Reception in the Charlemagne Room at 7:15 p.m., on Friday, October 7th. After the cocktail party, we'll adjourn to the Deauville's magnificent Casanova Room for a sumptuous feast — and dancing to the music of Fred Shannon Smith and his orchestra. There will be a free bar during the banquet. Keynote of the evening will be an address by Robert L. Durham, FAIA, which will lead off an award-filled Banquet Program.

- Third Annual Florida Craftsman of the Year Award
- Architectural Exhibit Awards
- Product Exhibit Awards for:
  - a) Educational value of display
  - b) Display Excellence
- Anthony L. Pullara Award to Outstanding AIA Chapter
- Announcement of Newly-Elected FAAIA Officers

THE QUEST FOR EXCELLENCE

(This is the speech presented by Arthur G. Phillips, associate professor of English and Humanities, and chairman of the Humanities Division, University College, University of Miami. The occasion was the Florida South Chapter Craftsman Dinner; however, the remarks and comments by this award-winning author/professor are so vital and interesting that the editorial staff of "The Florida Architect" felt the speech represented a superb review of craftsmanship in general and our program in particular. For these reasons — and for your enjoyment — we are reprinting Mr. Phillips' presentation in full.)

Of course, I should like to begin by expressing my appreciation of the honor extended to me by your organization in being kind enough to invite me on this important occasion to address you on the subject I am to address you on . . . And if that statement doesn't do justice to exactly how I feel, at least it does demonstrate that I am no slouch when it comes to handling a dependent phrase. The fact of the matter is that I *do* feel honored — and privileged — because, like all Americans, I suppose, I stand a little in awe of architects. To me, they are like doctors, with the hypodermic needle removed. But, as Falstaff said of Dame Quickly, "A man knows not where to have her." It seems to me that architecture is the most schizophrenic of the professions. I'm not quite sure, for instance, whether an architect is an artist masquerading as an engineer, or an engineer masquerading as an artist. I have even gone to architects themselves for the answer. I have recently read the Italian Gio Ponti on the subject. He said, and I quote, "The architects? Theirs is not a profession but a grace." This is a new and disturbing thought. Needless to say, it does not clarify the matter, for now I must apparently ask: "The architects? Are they artists, engineers, or angels?"

But I have obviously not come here tonight to discuss architects, graceful as they may be, but quite another and equally important matter . . . the question of craftsmanship. I am proud to say that my own father was a craftsman — in, of course, a very modest way. He used to carve wondrous pitchers and rings out of peach stones. I suppose this was not a remarkable talent nor was the product of it much to look upon, but I loved to see him work, to see him transmute a rough, ugly and commonplace peach pit into a little thing of beauty. Even more, I think, I enjoyed the triumphant smile on his face, when after long hours of scraping and digging and polishing, he would place the little pitcher or ring or whatever in my moist and childish hand. This is my first memory of a craftsman at work. It has left an indelible admiration.

I have even tried my hand at the trades myself. It has been, I am sorry to say, a dismal history of botchery. Blocks that somehow refused to stay level, wood joints that never came quite flush, paint that never ran smooth. I remember once years ago I even dared to try to create a model Conestoga wagon. This was only after hours of entreaty on the part of my then five year old boy, now, I am happy to say, grown to young manhood and a considerably more realistic appraisal of his sire's capabilities. I did make it, however — out of a lot of odds and ends I found around the house. And to my joy, somewhat mixed with dismay at my boy's utter lack of taste and good judgment, he found it eminently satisfactory!

The point I am trying to make, I suppose, is that, although I represent a profession as far removed as it is possible to be from the very physical stuff of the crafts, my admiration and, yes, envy of these skills remain unabated.

(Continued on next page)

The Quest For

(Continued)

I have come here to consider with you the subject of craftmanship — which is to say the subject of *excellence*, for to me the terms are synonymous. And I mean excellence wherever it is found — at the drafting board or at the mortar board. And by excellence I mean *the doing of anything in the very best way it can be done.*

The old saying goes that the Greeks "had a word for it." I find this to be generally true. And they had a word for excellence. They called it *arete*. To achieve *arete* became the sole purpose for living. To the ancient Greek, life was an ever-ending challenge, a challenge to seek out and find the ultimate refinement, the ultimate subtlety, the ultimate power, and the ultimate skill. In their early days of course, *arete* came only to the warrior. They crowned their Achilles and Hectors for their excellence with arms. But as their civilization ripened and at last mellowed, they began to crown their builders — their sculptors and masons and, yes, their architects — honored them for *arete*, excellence.

The Greeks also had two other curious words that expressed their feelings on this matter. One of them was *Poietes* from which obviously we derive our word "poet." But to the Greeks the word *Poietes* meant not a writer of verses but, simply, *maker*. To them a poet was "one who made." It didn't matter what — a song, a play, a statue, a building or a vase. All were equally important. All demanded skill. All were the testing ground of excellence.

The other word I have in mind was *Idiotes*, "idiot" in English. To the Greeks it meant simply an ignorant and unprofessional person — the very opopsite of *arete*, the very opposite of excellence. *Poietes* and *idiotes*, the poet and the idiot, these were the true opposites of man's struggle for worth.

If I seem to make too much of the Ancient Greeks and what they thought, there is a reason for it. They were our teachers. They taught us to think of a building, not just as a place to crawl out of the rain, but as a thing of beauty and a joy foreevr. It was their Aristotle who insisted that the duty of every man was to grow more perfect through knowledge and self-discipline. Above all, they taught us the value of caring to be excellent.

The Humanities, of which I am a humble professor, is after all simply a record of man's exercises in excellence. From Homer to Eliot, from Phidias to Picasso, from Donatello to Wright, from Plato to Santayana — in all the arts, including the art of thinking, we are concerned with the men who excelled. I cannot help but smile from inward joy at their pride in achievement. At the humble stone mason of Chartres cathedral who carved his name in the wall so that posterity would remember whose skill it was that had joined those stones together with such loving care. Or the great Michelangelo who chiseled into his beautiful *Pieta* the words, "*Michelangelus Bonarotus Florent Faciebat*, "Michelangelo Buonaroti of Florence made this," for fear that someone else would get the credit. Or the boastful pride of a Cellini in the perfection of one of his castings. Or of the poet John Keats who grew impatient with his lack of skill and knowledge, yearning for perfection — and this from one of the most perfect poets of them all. Or of our own century's William Butler Yeats who never really, by his own admission, finished a poem, but was forever working at it, working at it until he had utterly exasperated both his family and his friends. This is the pride in workmanship that marks the great spirits of history. As Matthew Arnold said, "Culture is a study of perfection." It is to them we must return for our faith that in the face of the atomic bomb, LSD, and Rock and Roll, man will yet prevail.

The 19th century novelist, Feodor Dostoevski, in that very remarkable book, *Notes from Underground*, had his main character say: " . . . men still are men and not the keys of a piano."

He was, of course, pointing out the follies of his time — primarily that view of man that had rushed into Europe in the wake of the Industrial Revolution, in the wake of the new sciences. Mass production and that fruit of biology and psychology and economics, *determinism*, threatened to strip man of all that pride in self that had sustained him through the ages. In the eyes of events man had suffered mortal blows to his self-esteem. He could no longer claim to be as Alexander Pope has said it: "Placed on this isthmus of a middle state/ A being darkly wise, and rudely great." Instead he was a blind worm being hurtled through space on an obscure clod of dirt cast off from a minor star. He was all belly and mouth. At the best a wondrously complicated electronic device that somehow lived and breathed and had its being. Happiness was simply the avoidance of pain. The goal of civilization was simply to achieve that perfect state wherein all men would be well-

fed, well-clothed, and well-housed. And the end justified the means. What did it matter how it was done as long as it was done? And the individual? What did he matter? A bone to throw into the hungry maw of the future. It was the Great Society that mattered. The Great Man drowned in that turbulent river of Progress.

I think we are still suffering from this trauma, this wound of pride. One way or the other. Either we have stopped caring for excellence, content merely to get the job done as quickly and with as little effort as possible, or we stand by silently suffering, resenting a world that cares not for us or the gifts we have to offer. There is evidence enough, heaven knows, of the first. All the standards of mediocrity that permeate our culture. The social promotions in our schools and the seniority promotions in our businesses and professions; our carelessness concerning the men we elect to high office; the poor haircut, the leaky plumbing, the falling plaster, the bolts left off our new car, the soap opera, the plagiarized theme, the old lecture notes, and the TV dinner — all are eloquent testimonies to our contempt for excellence, for our failure of pride.

And that other side of the coin, our anguish as each day the machine, the electronic computer, the Great God Digit seems to rob us of more and more of our manhood. We yearn for identity, we hunger for dignity, we search for an outlet for our creativity in an indifferent world.

This is admittedly a gloomy picture. But there are things that sustain me. There is a stubborn streak in man that will not let him take defeat. He will still walk home from his production belt and bake a pot in his backyard kiln; he will stride from his adding machine to cast a copper bowl; he will weave a tapestry or graft an orchid, quilt a rug or make a chair. While the husband assembles a hi-fi, the wife bakes her homemade bread. And thank God, there are still those in the trades and the professions whose conscience, whose sense of self-worth will not let them do a shoddy job — even when to do it right takes precious time, precious only, of course, because "time is money." I recall some years ago watching an old cabinet maker working on a table he had made. It seemed to me to be perfect the way it was but he worked on, touching and retouching, sanding a little here and a little there. I finally said, half in exasperation, half in admiration, "Why are you spending so much time on that. It looks fine as it is." He answered without looking up, "Son, I do not regret the time." I think this is the spirit I have come here tonight to celebrate. The spirit of excellence. The spirit that makes one do his very best even when nobody is looking.

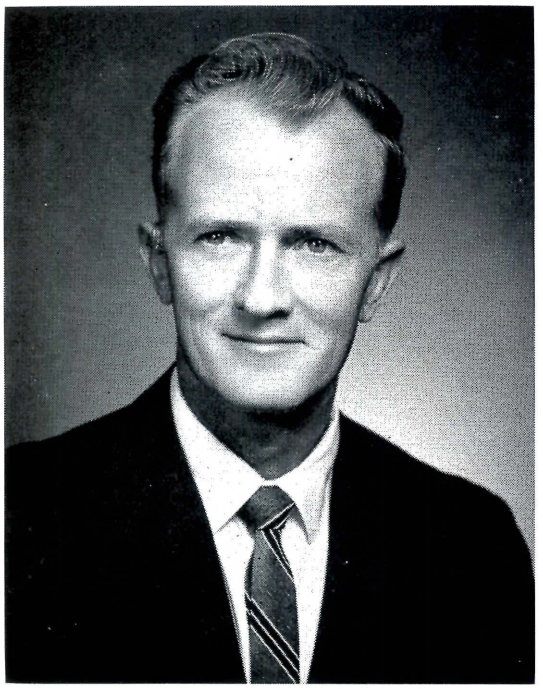
No, man is *not* a piano key. He is not a machine either. He is not a hole punched in a card. He is not, to quote from Hamlet, merely something that "might stop a hole to keep the wind away." Not yet; not by a long shot. He does not live by bread alone, nor for circuses either. He is not a statistic, a market quotation, a commodity or a consumer. He is a Man! The mere fact that I am here tonight, that all of you are here tonight to honor craftsmanship, which is the same as to say to honor *excellence*, is proof of that.

There is one last thought that comes to me when I contemplate the prospects of craftsmanship, of excellence, of the right rate, of the good and right. And this is that, in the last analysis, it is a moral matter. It has a lot to do with honesty. It has a lot to do with virtue in its broader sense. It may even have a lot to do with what we call good citizenship. I am not at all sure that the state of soul that characterizes the good craftsman is the only ingredient a continuing and prospering democracy demands; but I *am* quite sure that its absence spells eventual decay and ruin. I think no society can long endure if it rests on a foundation of slovenliness, carelessness, and botch. Pride in self, pride in one's worth is the only enduring quality of both the individual and the nation. If this is allowed to seep away, I see nothing for us but Orwell's *1984*, or Huxley's *Brave New World*. World of the ant heap. As William James put it, "Democracy is on trial, and no one knows how it will stand the ordeal . . . What its critics now affirm is that its preferences are inveterately for the inferior. So it was in the beginning, they say, and so it will be, world without end. Vulgarity enthroned and institutionalized, elbowing everything superior from the highway, this, they tell us, is our irremediable destiny . . . "

No. It is not an academic matter. Good craftsmanship, high excellence must prevail — if we are to fulfill our destiny. We must "hitch our wagon to a star." We must listen once more to Ecclesiastes, the teacher, who from the pages of the Bible speaks out those ringing words: "Whatsoever thy hand find it to do — do it with thy might."

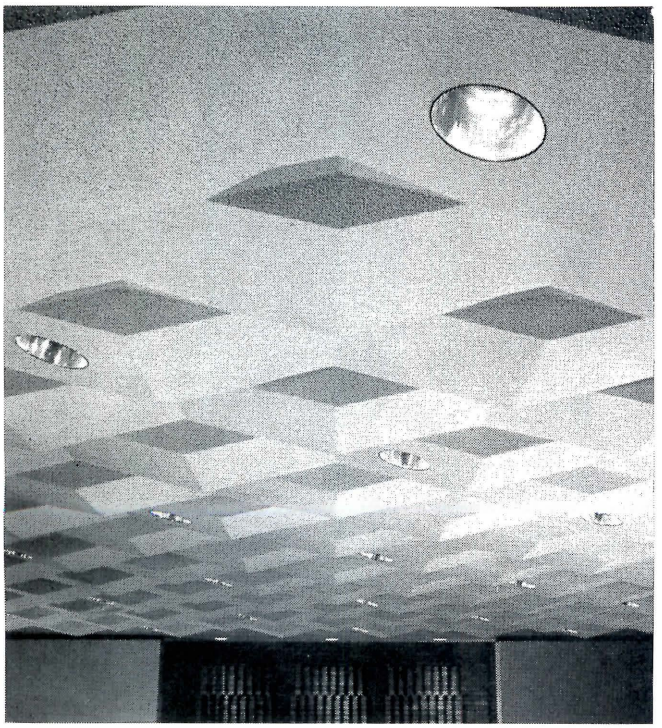
Thank you.

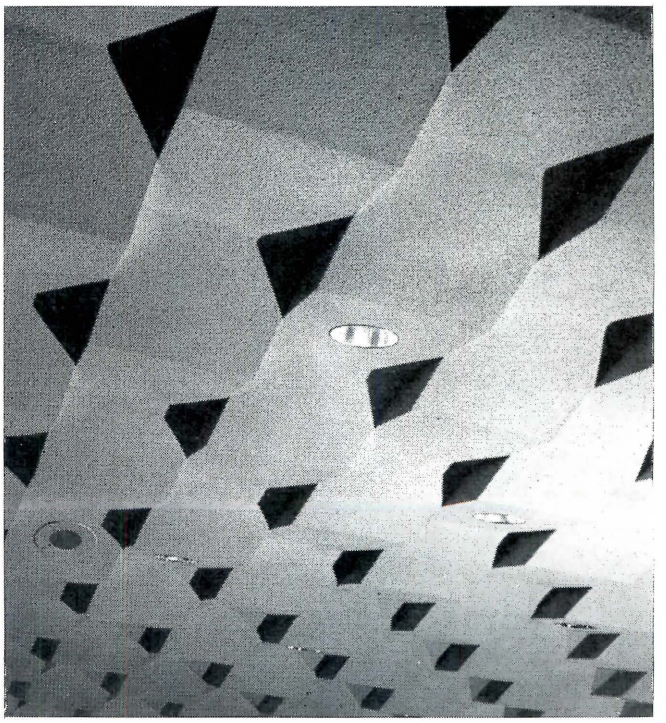
FLORIDA'S CRAFTSMAN OF THE YEAR!



JOHN J. POWERS is Florida's Craftsman of the Year! A plasterer and Florida Central Chapter's nominee for the state award, Mr. Powers was selected for his work on Local #3 building, Plasterers' Union, in Tampa, Florida. General Contractor for the project was Oliver M. Lloyd. Mr. Powers was nominated by the architects for that project: McLane, Ranon, McIntosh and Bernardo. Jury comments on Mr. Powers' craftsmanship included, " . . . This astonishing example of virtuosity in handling an everyday material in an outstanding way should be an inspiration to all craftsmen . . . " The original nominating letter pointed out that "Although traditionally thought of as a finishing material, our entry involves the multi-purpose use of plaster as an acoustical and main-surfaced sculptural shape which provided a challenge to a plasterer's ability." We salute John J. Powers, Florida's Craftsman of the Year!

Photos below illustrate the work performed — an outstanding acoustical complex of plastered folding panels. This work was performed without use of any corner or casing beads. All edges are uniform, straight and true.





Product Exhibits Will Be A Convention Highlight

#27 ADVANCE DESIGN ASSOCIATES, INC.
PO Box 7336
Orlando, Florida 32804
SYSTEMS, WATER-COOLED HEAT PUMPS
TOTAL ENVIRONMENTAL COMFORT
Representative: Maurice Scherr

#30 ALLIANCEWALL CORP.
Affiliate of Caloric Corp.
Wyncote, Pennsylvania 19095
ALLIANCE VENEER, INSULATED CHALKBOARD PORCELAIN ON STEEL & PORCELAIN ON ALUMINUM PANELS; (NEW) DURA-COR, CORREGATED PORCELAIN PANELS
Representatives:
Jerome R. Salton — Irwin Lieberwitz

#55 AMERICAN OLEAN TILE COMPANY
1000 Cannon Avenue
Lansdale, Pennsylvania 19446
A COMPLETE LINE OF QUALITY CERAMIC TILE FOR WALLS AND FLOORS
Representatives:
Paul W. Horton
Frank J. Jones — George W. Thorp

#81 ARCHITECTURAL PRODUCTS, INC.
942 Florida National Bank Building
Jacksonville, Florida 32202
"WONDERFALL" — ANIMATION IN ORNAMENTATION; VOLKMER — STRUCTURAL GASKET CURTAINWALL
Representative: R. P. "Rusty" Redman, Jr.

#56 AR-LITE PANELS, INC.
Division of Architectural Research Corporation
1515 W. Atlantic Avenue
Delray Beach, Florida
AR-LITE EXPOSED AGGREGATE PANELS; CATHEDRA STAINED GLASS; CULTURED MARBLE
Representitives:
Richard C. Prusinski — Carmen J. Alampi
Lewis W. Robinson, Jr. — Fred Thomas

#1 GORDON V. ASTLE — MANUFACTURERS AGENT
6727 NW 27 Court
Hollywood, Florida 33024
LCN DOOR CLOSERS; BROOKLINE INDUSTRIES, DOOR TRIM HARDWARE
Representatives:
Gordon V. Astle
T. Lasier — Philip Cathey

#77 BIRD AND SON, INC.
PO Box 4336
Charleston Heights, South Carolina 29405
BIRD FIRESCREEN AND MARK 25 SHINGLES; SOLID VINYL BUILDING PRODUCTS; THE BIRL NEPOLON LIQUID ROOFING SYSTEM
Representatives:
A. K. Powers — R. A. Popp
J. A. Scull — J. E. Saunders

#17 BRADLEY WASHFOUNTAIN CO.
W142 N9101 Fountain Drive
Menomonee Falls, Wisconsin 53055
GROUP WASHING EQUIPMENT — SHOWERS — WASHFOUNTAINS
Representatives:
John W. Holian, Sr. — Jack Holian

#92 CEMENT ENAMEL DEVELOPMENT, INC.
18656 Fitzpatrick Avenue
Detriot, Michigan 48228
Florida Representative:
ARCHITECTURAL BUILDING PRODUCTS
Box 7472 — Ludlam Branch
Miami, Florida

#54 CLEARVIEW CORP.
3318 SW 2 Avenue
Fort Lauderdale, Florida 33315
SOLAR SHADE WINDOWS, LOUVERED WINDOWS
Representative: Arthur W. Korfage

#64 COLOROC OF MIAMI and COLOROC OF TAMPA
16511 NW 8 Avenue
Miami, Florida 33169
COLAROC — THE VINYL-COATED LAWN ROCK
Representatives:
Rex G. Howard
Norman Bird — Harold B. Austin
James H. Steel — Jack Ridley

#89 CONCRETE PRODUCTS, INC.
PO Box 130
Brunswick, Georgia 31521
PERMADECK ROOF PLANK, ROOF TILE, SOFFIT SLABS, COVERING BOARD, WAFFLE UNITS, FORMBOARD, ACOUSTICAL CEILING TILE AND WALL PANELS
Representatives:
Jack Torbett
T. R. Bryan — John E. Custer

#16 CONSULTING ENGINEERS COUNCIL OF FLORIDA
21 N. Lemon Avenue
Sarasota, Florida
Representatives:
Robert L. Crane
William B. Bradley — Gilbert Waters

#91 CUSTOMWOOD MANUFACTURING COMPANY
3620 High Street, NE
Albuquerque, New Mexico 87107
ARCHITECTURAL CARVED WOOD GRILLES
Representatives:
Bob Bogan, Jr. — Barbara Bogan

#28 DUNAN BRICK YARDS INC.
PO Box 5
Miami International Airport Branch
Hialeah, Florida 33148
DECORATIVE MASONRY MATERIALS
Representatives:
Otis Dunan
Barney Riveira — Don Bates

#5 DWOSKIN INCORPORATED
4190 NW 2 Avenue
Miami, Florida 33137
VICRTEX — VICRTEX T TEDLAR — VICRWALL, BY L. E. CARPENTER; SANITAS — WALLCLAD, BY STANDARD COATED PRODUCTS; FLEXWOOD — GRUVWOOD — GRASSCLOTH — FOIL, BY DWOSKIN, INC.
Representatives:
Maxwell J. Lubin
Henry I. Dreyfus — Herman A. Pitter

#38 DWYER PRODUCTS OF FLORIDA
921 Dupont Plaza
300 Biscayne Blvd. Way
Miami, Florida 33131
TWO KITCHEN UNITS — 54" and 48"
Representative: Davil C. Kelso

#29 ENDURE-A-LIFETIME PRODUCTS, INC.
2375 NW 75 Street
Miami, Florida 33147
FLUSH ALUMINUM HONEYCOMB CORE DOORS, FLUSH PLASTIC LAMINATE CORE DOORS, HONEYCOMB PANELS
Representatives:
Arthur A. Kimmel — Jack E. Wiley
Jesse A. Kimmel — John M. Mathis
Alan E. Jones — Robert Oteiza

#35 EXECUTONE OF SOUTH FLORIDA, INC.
4629 Ponce de Leon Boulevard
Coral Gables, Florida 3146
POCKET PAGE — INTERCOM — BACKGROUND MUSIC — PHYSIOLOGICAL MONITORING — NURSE CALL
Representative: Earl E. Thery

#18 FLORIDA CHAPTER OF THE ARCHITECTURAL WOODWORK INSTITUTE
PO Box 726
Gainesville, Florida 32601
ARCHITECTURAL MILLWORK
Representative: Estes L. Perry

#47 48 FLORIDA INVESTOR-OWNED ELECTRIC UTILITY COMPANIES
1213 16 Street North
St. Petersburg, Florida 33705
FLORIDA POWER & LIGHT COMPANY
FLORIDA POWER COMPANY
GULF POWER COMPANY
TAMPA ELECTRIC COMPANY

ALL-ELECTRIC MEDALLION HOME LIVING
Representatives:
John A. Holland — Jack Pinkerton
Ed Jenkins — Jimmy Joynes
Vic Matthews — Dave Hills
Frank Thompson — Bill Davis

#33 FLORIDA SOLITE COMPANY
1114 Atlantic Coast Line Building
Jacksonville, Florida 2201
LIGHTWEIGHT AGGREGATE CONCRETE, LIGHTWEIGHT AGGREGATE BLOCK, LIGHTWEIGHT AGGREGATE PRE-STRESSED CONCRETE
Representatives:
James H. McLeroy
Malcolm D. Driver — Ken E. Newton

#59 H. B. FULLER COMPANY
655 Mead Street
Atlanta, Georgia 30316
TNFF LITE EPOXY EXPOSED AGGREGATE
Representatives:
James F. McCann — Jack Portz
Bill Denes — Marty D'Angelo
W. R. Mattox — Lee Webb

#61 GEM ALUMINUM PRODUCTS, INC.
PO Box 1259
Lake Worth, Florida 33460
ALUMINUM DOORS AND FRAMES
Representatives:
James H. Henry — Reginald (Regie) Shepherd
E. Wayne Yordy — William (Bill) Conover

#15 GENERAL ELECTRIC COMPANY
Major Appliance Division
5266 Highway Avenue
Jacksonville, Florida 32205
TELEVISION RECEIVERS — SELF-CONTAINED AIR CONDITIONING EQUIPMENT

#65 66 GEORGIA-PACIFIC CORPORATION
PO Box 100 Gratigny Branch
Miami, Florida 33168
PREFINISHED PLYWOOD — SIDING — REDWOOD — GYPSUM
Representatives:
Julian Ulmer — Bill Dilley
Ed Garreau — Don Barton

#19 GORY ROOFING TILE
1773 NE 205 Street
North Miami, Florida 33162
CEMENT ROOFING TILE — ALUMINUM SOFFITS — VINYL SIDING
Representative: Frank Cory

#73 HARRIS PAINT COMPANY
1010 N. 19 Street
Tampa, Florida 33601
"COLOR ENVIRONMENT"— A NEW CONCEPT IN THE FUNCTIONAL USE OF PAINT COLORS
Representatives:
Douglas G. McCoy
Douglas Fisher — Walter O. Thomas
Donald Farley — Ed Thompson

#79 HILTI FASTENING SYSTEMS
360 Fairfield Avenue
Stamford, Connecticut 06904
POWER ASSISTED PISTON DRIVE TOOLS, FASTENERS AND ACCESSORIES FOR FASTENING INTO MASONRY, CONCRETE AND STRUCTURAL STEED
Representatives:
S. Kuppersmith
Tom Cassidy — T. Cravey
M. Pierce — W. Deem

#23 HOLLOWAY MATERIALS CORPORATION
PO Drawer 1360
Winter Park, Florida 32790
HOLLOWAY'S FLORIDA BRICK
Representatives:
Frank L. Williamson
H. R. Fetter — E. E. McCorkle

#32 HOUDAILLE-DUVAL-WRIGHT COMPANY
1000 Riverside Avenue
Jacksonville, Florida
CONCRETE PRODUCTS, FEATURING HOUDAILLE-SPAN
Representatives:
Phyllis Finney — Hal Rush
Walter Hiis — Philip Wemple

#82 THE INTERNATIONAL NICKEL COMPANY, INC.
67 Wall Street
New York, N.Y. 10005
DESIGN IN STAINLESS STEEL — TYPICAL NICKEL STAINLESS STEEL ARCHITECTURAL PRODUCTS INCLUDING DOORS, WINDOWS CURTAIN WALLS, STORE FRONTS, ROOFING, FLASHING AND HARDWARE
Representatives:
W. A. Firstbrook — M. G. Hobelman
C. E. Brandt — W. R. Ferguson

#95 96 K-LUX PRODUCTS DIVISION
K-S-H Plastics, Inc.
10091 Manchester
St. Louis, Missouri 63122
K-LUX ARCHITECTURAL AND DECORATOR PANELS; K-LUX ROOM DIVIDERS AND FOLDING SCREENS; K-LUX WALL COVERING
Representatives:
Brian J. Raleigh — Kenneth W. Thomas

#84 KENTILE FLOORS, INC.
15345 SW 87 Avenue
Miami, Florida 33157
NORTHERN DISTRIBUTORS INC., Miami
COOPER DISTRIBUTORS INC., Jacksonville
FLOORCRAFT DISTRIBUTORS INC., Tallahassee
RESILIENT FLOORING
Representative: Jack T. Moore

#63 KOOLSHADE CORPORATION
1705 Gardena Avenue
Glendale, California
KOOLSHADE SOLAR HEAT AND GLARE CONTROL LOUVERS, KOCH TRED FIBERGLASS SAFETY FLOORING
Representatives:
Walter R. Lewis — Carl Betz
A. L. Propps, Jr. — J. M. Hetherington
Mrs. A. L. Proops, Jr. — Bud Smith

#37 LAMBERT CORPORATION OF FLORIDA
PO Box 2226
Orlando, Florida 32802
LAMBERT CONSTRUCTION MATERIALS, WATERPROOFINGS, SEALANTS, CURING COMPOUNDS, KEYSTONE COLORBRITE
Representative: V. L. Sinisi

#60 LIBBEY-OWENS-FORD GLASS COMPANY
1819 Peachtree Road, NE
Atlanta, Georgia 30309
PATTERNED GLASS, HEAVY DUTY PLATE GLASS, PARALLEL-O-PLATE GLASS, PARALLEL-O-GREY PLATE GLASS, PARALLEL-O-BRONZE PLATE GLASS, HEAT ABSORBING PLATE GLASS
Representatives:
Paul W. Christie
Robert Lauter — Steve McQueen

#71 mcPHILBEN LIGHTING, INC.
270 Long Island Expressway
Melville, New York 11746
COMMERCIAL AND INSTITUTIONAL INCANDESCENT LIGHTING FIXTURES
Representatives:
Daniel J. Greaney — James A. Foerster

#44 MERCER PLASTICS COMPANY, INC.
1 Jabez Street
Newark, New Jersey 07105
Plant: Eustis, Florida
COVER BASE, STAIR TREADS & NOSINGS, CARPET MOLDINGS, PLASTIC THRESHOLDS, PLASTIC SELF-SEAL DOOR STOPS, PLASTIC PROFILE EXTRUSIONS
Representative:
Eric F. Ross — M. A. Rizzo

#24 MIAMI TILE AND TERRAZZO, INC.
25 Tampa, Orlando, Jacksonville,
26 Fort Lauderdale, Miami
COMPRESSED CONCRETE CORP. "COTICO STONE" INTERPACE — "FRANCISCAN TERRA FLOOR TILES"; CAMBRIDGE TILE MFG. CO. "CERATILE55, "ETRUSCAN TILE"; COLD SPRING GRANITE CO. "GRANITE", KERASAV "SCULPTURED TILES"; UNITED STATES CERAMIC TILE CO. "CERAMIC FLOOR AND WALL"
Representatives:
Barney B. Lee — Douglas Bournique
Walter G. Earnest — Bill Shea
William Cosper — Earl Hayes
Jack Sutton — Bill Fishley

#76 BENJAMIN MOORE & CO.
511 Canal Street
New York, N.Y.
MOORE'S A&UAGLO LATEX SEMI-GLOSS ENAMEL — MOORE'S TILE-LIKE CATALYZED ARCHITECTURAL COATINGS
Representative: M. L. Fisher

#39 NU TONE, INC.
Cincinnati 27, Ohio
BUILT-IN KITCHEN FOOD CENTER, RADIO AND INTERCOM SYSTEMS, LIGHTING FIXTURES, HOME VENTILATING EQUIPMENT
Representatives:
Marty Schneidman
Walter Kelly — C. F. Zahler

#80 YALE OGRON MANUFACTURING CO., INC.
671 West 18 Street
Hialeah, Florida 33010
COMPLETE LINE OF ALUMINUM WINDOWS AND GLASS SLIDING DOORS, INCLUDING AWNING WINDOWS, JALOUSIES, SINGLE AND DOUBLE HUNG, AND HORIZONTAL ROLLING WINDOWS, AS WELL AS ANY TYPE OF APPLICATION FOR SLIDING GLASS DOORS
Representatives:
Ralph S. Bush — Jerry Meyerson
Burleigh Kaplan — Selig Golen
Edward Zacka — Yale Ogron

#68 OOLITE INDUSTRIES, INC.
PO Box 877, Ojus Branch
Miami, Florida 33163
MO-SAI — EXPOSED AGGREGATE PANELS
Representatives:
G. W. Reed — E. G. Mealey
E. D. Kendall — P. L. VanDijk

#41 PACK ARCHITECTURAL BLOCK CO.
2190 NW 33 Avenue
Miami, Florida 33142
DECORATIVE BLOCK
Representative: John J. McClain, Jr.

#57 PALM BEACH CLAY TILE COMPANY
PO Box 10282
Riviera Beach, Florida 33404
BARREL ROOF TILE — SHINGLE TILE — FLOOR TILE — DECORATIVE SCREEN BLOCK
Representatives:
Rafael L. Compres — Joseph M. Schmidt

#11 PALM CREST DESIGNS
320 Lakeview Avenue
West Palm Beach, Florida 33401
ORBIT KITCHEN CABINETS
Representatives:
Edward Brigham — A. W. Holmes, Jr.
Edwin S. Westphal — L. Ross Clibbon
Mrs. Pat Letsch — Eugene Boggs

#101 THE CHARLES PARKER COMPANY
50 Hanover Street
Meriden, Connecticut
WASHROOM ACCESSORIES — BATHROOM ACCESSORIES — HEAVY-DUTY GRAB BAR — FRAMED MIRRORS — SOAP DISPENSERS
Depresentative: MacRae H. Curtis

#45 PAVLOW OFFICE FURNITURE, INC.
2801 SW 31 Avenue
Miami, Florida 33133
DESKS AND SEATING FOR OFFICES
Representatives:
Shirley Edwards — Harvey Stein
Jim Oliver — George Shimm

#93 THE PERFECLITE COMPANY
1457 East 40 Street
Cleveland, Ohio 44103
INCANDESCENT COMMERCIAL AND INSTITUTIONAL LIGHTING FIXTURES
Representatives:
Charles Osher — Fiedda Porter
Ken Hill — L. E. Porter

#67 PERMAGLASS, INC.
215 W. Main Street
Woodville, Ohio 43460
TEMPERED SAFETY GLASS
Representatives:
Ted Kruper — Bob Brown

#2 PITTSBURGH PLATE GLASS COMPANY
PO Box 15100
Orlando, Florida 32808
PITTGLAZE, PITTSBURGH PAINTS, SATINHIDE LATEX ENAMEL
Representatives:
J. P. Ward, Jr. — D. H. Vickers

#83 PITTSBURGH PLATE GLASS COMPANY
Gateway No. 1
Pittsburgh, Pa. 15222
HERCULITE K — SOLARBAN — ENVIRONMENTAL GLASSES — T-WALL
Representatives:
J. V. Lamb
N. P. Owen — J. M. Larkin

#10 RICHARD PLUMER BUSINESS INTERIORS, INC.
155 NE 40 Street
Miami, Florida 33137
INTERIOR DESIGN
Representatives:
John E. Turner — E. H. Whitney

#34 PORTLAND CEMENT ASSOCIATION
1612 E. Colonial Drive
Orlando, Florida 328 03
ARCHITECTURAL CONCRETE FINISHES
Representatives:
R. S. Gordon — C. W. Samford
J. C. Bennett, Jr. — R. J. McCormack
W. N. Hollman — R. A. Ramsey
R. W. Jones, Jr. — L. R. Robertson

#46 PRE-CAST PANEL PRODUCTS, INC.
1501 So. 22 Avenue
Hollywood, Florida
EXTERIOR AND INTERIOR AGGREGATE PANELS MADE BY A CHEMISTRY FORMULA CONSISTING OF POLYESTER RESIN, ETC.
Representatives:
Edward R. Redmond
Mario De Meola — Jerry De Meola
Larry Hartman — Jack Marinaro

#31 REFLECTAL BORG-WARNER CORPORATION
1000 W. 120 Street
Chicago, Illinois 60643
FOUR NEW BORG-WARNER ALFOL INSULATION PRODUCTS ESPECIALLY DESIGNED FOR FLORIDA CLIMATIC CONDITIONS
Representatives:
C. Fred Bowlin
John Devitte — Homer Curtis
Ed Burke — Phil Kaplan
Leo Bushnell — Les Stubbins

#14 RHEEM MANUFACTURING COMPANY
1280 Chattahoochee Avenue, NW
Atlanta, Georgia 30325
PLUMBING FIXTURES
Representatives:
L. W. Stitt
Hal Groninger — George E. Brauer

#62 ROHM AND HAAS COMPANY
Independence Mall West
Independence, Pennsylvania 19105
"PLEXIGLAS" ACRYLIC PLASTIC — ARCH USES
Representatives:
H. H. Hertner — D. C. Smith

#9 ROWELL-VAN ATTA, INC.
4385 NE 12 Avenue
Oakland Park, Fla. 33307
GENERAL ELECTRIC SILICONE, CONSTRUCTTION SEALANTS
Representatives:
John Raffa
Nelson Romero — Charles Boogher

#40 ROYAL AIR CONDITIONING COMPANY
1335 E. 10 Avenue
Hialeah, Florida 33010
ROYAL ALUMINUM CENTRAL AIR CONDITIONERS
Representatives:
Mrs. L. Glickman — Leonard Glickman

#4 RUUD MANUFACTURING CO.
1280 Chattahoochee Avenue
Atlanta, Georgia
RUUD COMMERCIAL WATER HEATERS; COPPER WATER HEATER DISPLAY
Representatives:
William Birchfield
Jim Henderson — William Seith

#87 88 SCHLAGE LOCK COMPANY
2401 Bayshore Boulevard
San Francisco, California 94119
SCHLAGE HAND-CRAFTED RESIDENTIAL AND INDUSTRIAL LOCK SETS AND HARDWARE
Representatives:
W. J. Williamson — Gilbert A. Viola
Alan Turner — Robert Kelsey

#50 SOUTHERN BELL TELEPHONE & TELEGRAPH COMPANY
250 Alhambra Circle
Coral Gables, Florida 33134
NEW TELEPHONE EQUIPMENT SUCH AS DATA PHONE DATA SET, HOME INTERPHONE, AUTOMATIC CARD DIALER, DESK AND WALL TOUCH TONE SETS, TRIMLINE, PICTURE PHONE
Representatives:
Miss Ailene Crocker
Chuck Campbell — Chuck Warner

#90 TERRAZZO & MARBLE SUPPLY CO. OF FLORIDA
PO Box 9027
Fort Lauderdale, Fla. 33310
DECORATIVE PANELS OF EXPOSED GLASS, TERAZZO CHIPS IMPORTED AND DOMESTIC, EXPOSED HARD AGGREGATE, MARBLE SLABS, SILLS AND TILES, HANSON ROCK DASH GUN
Representatives:
Marty Maglio — Charles Greenwald
Jake Nissley — Hoyt Stiz

#86 BEN THOMSON, INC.
PO Box 6248
West Palm Beach, Fla. 33405
GLAZED CEMENT — GRANWOOD FLOORING — ARMOBOND
Representatives:
Ben Thomson — J. E. Quesnel

#53 UNITED STATES PLYWOOD CORP.
3675 NW 62 Street
Miami, Florida 33147
PLYWOOD — DOOR —GLASWELD FACADE
Representative: A. R. Banks

#8 UNITED STATES STEEL
5 Gateway Center
Pittsburgh, Pennsylvania 15230
INNOVATIONS IN CURTAIN-WALL FRAMING FEATURING ULTIMET STAINLESS STEEL GRID SYSTEM
Representatives:
Carl C. Caskadon — C. Forney Nelson
K. Allen Ferrer — J. Allan Myers

#43 WELLS TELEVISION, INC.
212 East 54 Street
New York, N.Y. 10017
COORDINATED HOSPITAL COMMUNICATIONS, INCLUDING TELEVISION, RADIO, NURSE CALL, CLOSED CIRCUIT, POCKET PAGING, DOCTOR'S REGISTER, AND BED STATUS
Representative: Orville Fry

#3 F. GRAHAM WILLIAMS CO., INC.
1690 Monroe Dr., NE
Atlanta, Georgia
FACE BRICK, GLAZED BRICK, STRUCTURAL GLAZED TILE, PRECAST LIGHTWEIGHT ROOF SLABS, CRAB ORCHARD STONE, NOR-CARLA BLUESTONE, BUCKINGHAM & VERMONT SLATES, HAR BAR PARKING BARRIES AND PAVING UNITS
Representative: Richard C. Roysum

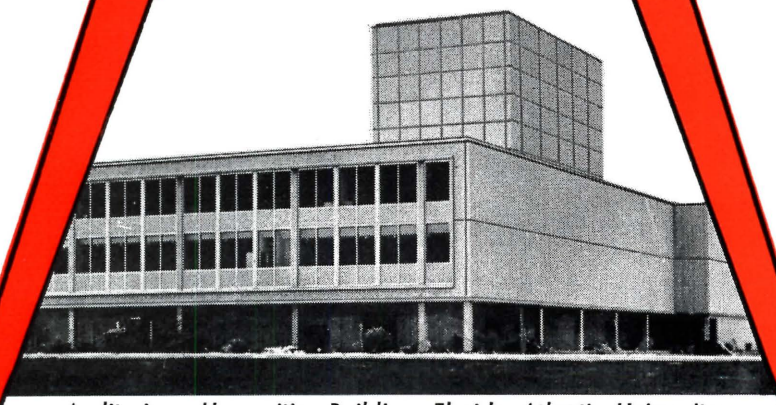
#52 WOOD PRODUCTS, INC.
PO Box 726
Gainesville, Florida
SCIENTIFIC LABORATORY FURNITURE AND EQUIPMENT — HOSPITAL CASEWORK
Representatives:
Fred B. Bullard, Jr. — Grant G. Glider

#7 ZONOLITE DIVISION, W. R. GRACE & CO.
PO Box 67
Boca Raton, Florida 33432
ZONOLITE CERTIFIED CONCRETE ROOF DECKS, MONO-KOTE FIREPROOFING VERMICULITE AND PERLITE AGGREGATES, DYFOAM POLYSTYRENE INSULATION, ZONOLITE MASONRY FILL INSULATION
Representatives:
C. S. Breslauer — H. L. Miller
E. R. (Red) Mitchell — R. Turner
R. L. Asher — E. R. Langy

AR-LITE Aggregate Panels in soft beige tones distinguish the Auditorium of the Humanities Building at Florida Atlantic University in Boca Raton. AR-LITE is the amazingly versatile aggregate panel which is selected by leading architects throughout the country for its maintenance-free beauty and lifetime durability.

AR-LITE

aggregate panels



Auditorium - Humanities Building Florida Atlantic University
Boca Raton, Florida

Gamble, Pownall and Gilroy, Architects
William A. Berbusse, Jr., of Florida, Inc., Contractors

The only patented time proven Co-polymer aggregate panels

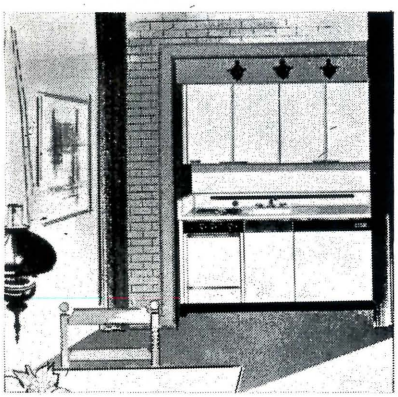
Visit us at Booth #56

AR-LITE PANELS, Inc.

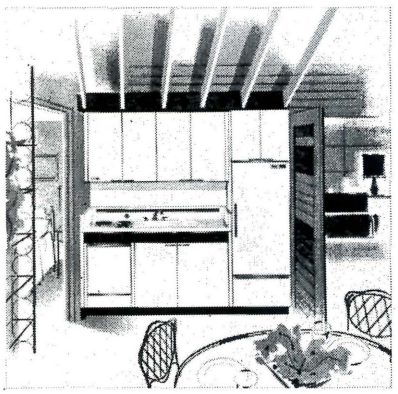
Subsidiary of Architectural Research Corporation, Detroit, Mich. 48239

1515 West Atlantic Avenue, Delray Beach, Florida 33444 **Phone: 278-3249 Area 305**

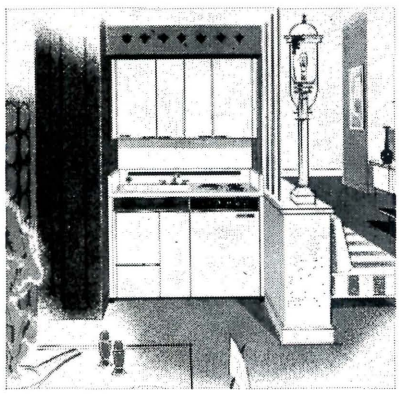
BUILDING...



REMODELING..



CONVERTING..



Dwyer Kitchens

Specify Dwyer Kitchens. 40 models in six decorator colors, for apartments, hotels, motels—offices, institutions, homes. Sizes from 39" to 87" wide, with refrigerator and freezer, sink, gas or electric surface cooking units and oven (except 39") and storage. Lifetime porcelain finish, heavy-gauge construction.

For full information and prices, contact
DWYER PRODUCTS OF FLORIDA, Inc.
Suite 921 Dupont Plaza Center
300 Biscayne Blvd. Way
Miami Phone 305 371-4344

The Solite Awards

The coveted Solite Company Awards, which will be made at the F.A.A.I.A. Convention, are:

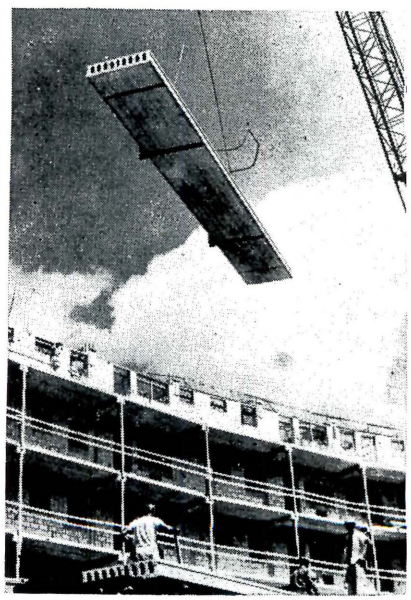
First Prize to Robert Allen Hambrick, 817 - 8th Street, Merritt Island, Florida. This award is in recognition for work in History of Architecture consisting of special studies in development of Romanesque Architecture in Western Europe. There are graphic representations of these studies which will be displayed in the student exhibition at the Convention.

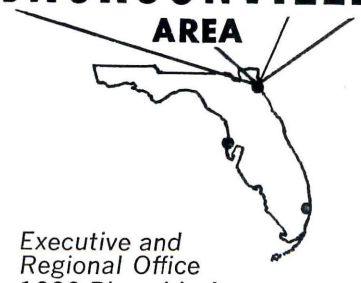
Second Prize to Herbert Arthur Pecht, 3003 Pearl Drive, Washington, D.C. for excellence in studies of History of Architecture.

The Solite Company has made available to the University of Florida Department of Architecture substantial funds which not only provide prize awards but also pay expenses of award winners to the annual F.A.A.I.A. Convention.

HOUDAILLE *Builds!*
FOR FLORIDA'S FUTURE

Now!
Another Plant
TO SERVE YOU IN THE
JACKSONVILLE AREA





Executive and Regional Office
1000 Riverside Ave.
JACKSONVILLE, -356-1951

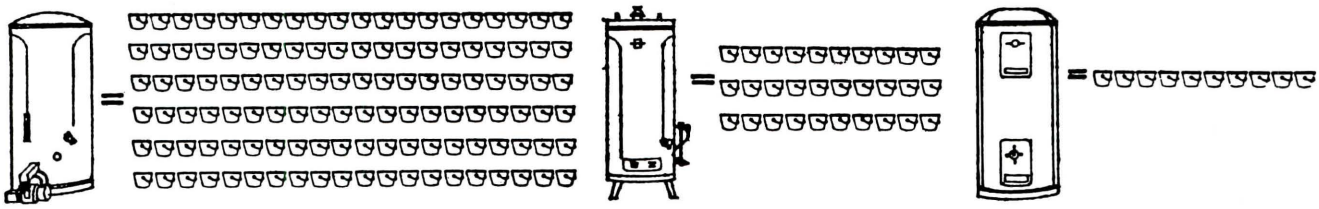
Houdaille-Span precast, prestressed concrete slabs complete one entire floor in one day!

HOUDAILLE - DUVAL - WRIGHT COMPANY
A DIVISION OF HOUDAILLE INDUSTRIES, INC.
EXECUTIVE OFFICES — 1000 RIVERSIDE AVE., JACKSONVILLE, FLORIDA
MAJOR LOCATIONS — JACKSONVILLE • COCOA • FT. LAUDERDALE • TAMPA — ST. PETERSBURG
TRANSIT MIXED CONCRETE • PRECAST, PRESTRESSED CONCRETE • HOUDAILLE-SPAN ® • ROAD CONSTRUCTION • ASPHALT • AGGREGATES

Plans require hot water?

Lots of it?

Then compare the recovery rates of oil versus gas versus electricity.

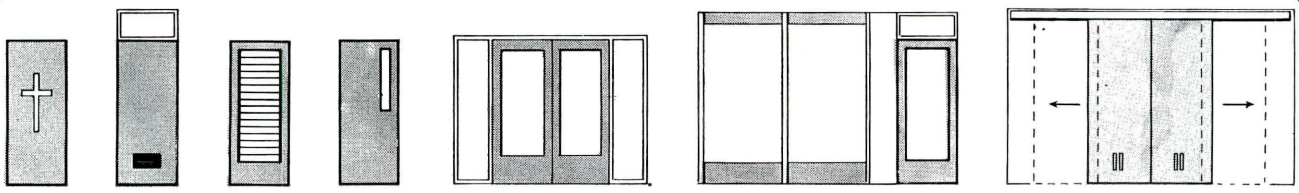


30 GALLON OIL-POWERED HEATER: 120 GALS. PER HR.

30 GALLON GAS HEATER: 30 GALS. PER HR.

30 GALLON ELECTRIC HEATER: 10 GALS. PER HR.

modern safe clean economical **OIL HEAT** YOU CAN DEPEND ON IT OIL FUEL INSTITUTE OF FLORIDA



VARIETY

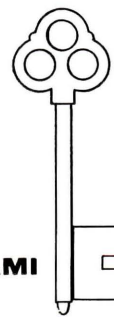
is the *KEY* to

ENDURE-A-DOR A LIFETIME

There are many different types of aluminum doors for just as many purposes . . .

ENDURE-A-LIFETIME PRODUCTS makes them all PLUS custom-built models to your individual specifications.

Use your own designs and imagination with Endure's variety of shapes, sizes and colors to create the appropriate motif for your clients.



TELEPHONE 696-5050

2375 N.W. 75th STREET • MIAMI

ENDURE A LIFETIME PRODUCTS, INC.

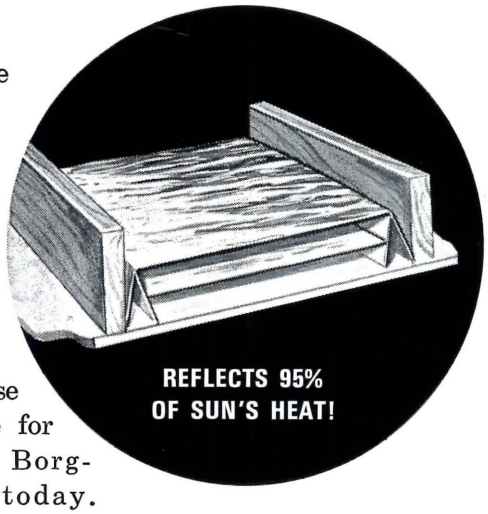
MANUFACTURERS OF ALUMINUM PRODUCTS SINCE 1947

FOCUS:

On the Borg-Warner Insulation custom-designed for Florida construction

Borg-Warner's new Alfol provides the thermal insulation protection so vital in a State that has up to 4603 summer-degree days a year. How? By reflecting 95% of the sun's radiant heat away from the structure . . . preventing the heat build-up so common to bulk type insulations. Result: air conditioning costs go down...resale values go up!

Check the chart below. See how these new Alfol products deliver top R Value for your dollar. Available now at your Borg-Warner Alfol Distributor. See him today.



TYPE 2F
Provides three reflective spaces featuring tough foil laminated to kraft top surface.

TYPE 2FK
Provides three reflective spaces featuring tough foil laminated to kraft top surface.

TYPE 4FR
Provides four reflective spaces featuring tough foil laminated to kraft top surface.

TYPE 4F
Provides four reflective spaces featuring tough foil laminated to kraft top surface.

INSTALLED THERMAL RESISTANCE* FOR NEW ALFOL TYPES—CEILINGS

Type	Installation	Direction of Heat Flow	R* Value for Vented Type Attic Construction	R* Value for Flat or Low Slope Roof or Cathedral Construction
2F & 2FK	Face Stapled	Down-Heat Gain Up-Heat Loss	11.0 6.0	14.0 7.0
2F & 2FK	Recess Stapled	Down-Heat Gain Up-Heat Loss	12.0 7.0	15.0 8.0
4FR	Face Stapled	Down-Heat Gain Up-Heat Loss	14.0 8.0	17.0 9.0
4F	Recess Stapled	Down-Heat Gain Up-Heat Loss	19.0 9.0	19.0 10.0

*R equals the thermal resistance provided by the ALFOL insulation only

Reflectal Corporation 1000 W. 120th Street, Chicago, Illinois 60643. Code 312/CO 4-7800 SUBSIDIARY OF BORG-WARNER CORPORATION

builder products BORG WARNER®

VISIT THE

Producers' Council

SCHOOL CONSTRUCTION SEMINAR

Tampa — October 12

***Miami* — October 20**

Jacksonville — October 26

Be sure to see L.O.F.'s demonstration of sidewall daylighting for better seeing.

Call your local L.O.F. representative for time and place.

LIBBEY • OWENS • FORD
GLASS CO.

Toledo, Ohio 43624

CONTRACT AND COMMERCIAL INTERIORS

By working with a firm of professional commercial interior designers *from the beginning* the architect can offer his client a unified entity tailored to his specific needs.

This Total Concept often reduces cost while increasing efficiency.

SHELTON, ULLMANN, SMITH & STREICH, INC.

600 S. E. 2nd Court • Fort Lauderdale, Florida 33301 • 522-4779

Custom-Cast Plaques

We can fill all your design needs for any type, size or shape of cast bronze or aluminum plaques, name panels or decorative bas-reliefs . . .

FLORIDA FOUNDRY & PATTERN WORKS

3737 N. W. 43rd Street, Miami

The J. I. Kislak Mortgage Corporation of Florida is proud to announce that on or about Sept. 1, 1966, its main offices will occupy new quarters at 1101 BRICKELL AVENUE, MIAMI, FLORIDA 33131. Telephone is 371-7431.

To our many Builders, Brokers, Mortgagors, Investors and other friends who have made our growth and expansion possible, we extend our sincere thanks and invite you to visit us at any time.

JAY I. KISLAK
Chairman of the Board

R. W. JOHNSON
President

K

JOHN F. HALLMAN, JR., Pres. & Treasurer
MARK. P. J. WILLIAMS, Vice-Pres.

G. ED LUNSFORD, JR., Secretary
FRANK D. WILLIAMS, Vice-Pres.

ESTABLISHED 1910

F. GRAHAM WILLIAMS CO.

INCORPORATED

"Beautiful and Permanent Building Materials"

TRINITY 5-0043

ATLANTA GA.

1690 MONROE DRIVE, N. E.
OFFICES AND YARD

FACE BRICK
HANDMADE BRICK
CERAMIC GLAZED BRICK
GRANITE
LIMESTONE
BRIAR HILL STONE
CRAB ORCHARD FLAGSTONE
CRAB ORCHARD RUBBLE STONE
"NOR-CARLA BLUESTONE"

STRUCTURAL CERAMIC
GLAZED TILE
SALT GLAZED TILE
GLAZED SOLAR SCREENS
UNGLAZED FACING TILE
ARCHITECTURAL TERRA COTTA
BUCKINGHAM AND VERMONT
SLATE FOR ROOFS AND FLOORS
PENNSYLVANIA WILLIAMSTONE

PRECAST LIGHTWEIGHT INSULATING ROOF AND WALL SLABS

We are prepared to give the fullest cooperation and the best quality and service to the ARCHITECTS, CONTRACTORS and OWNERS on any of the many Beautiful and Permanent Building Materials we handle. Write, wire or telephone us COLLECT for complete information, samples and prices.

Represented in Florida by

RICHARD C. ROYSUM

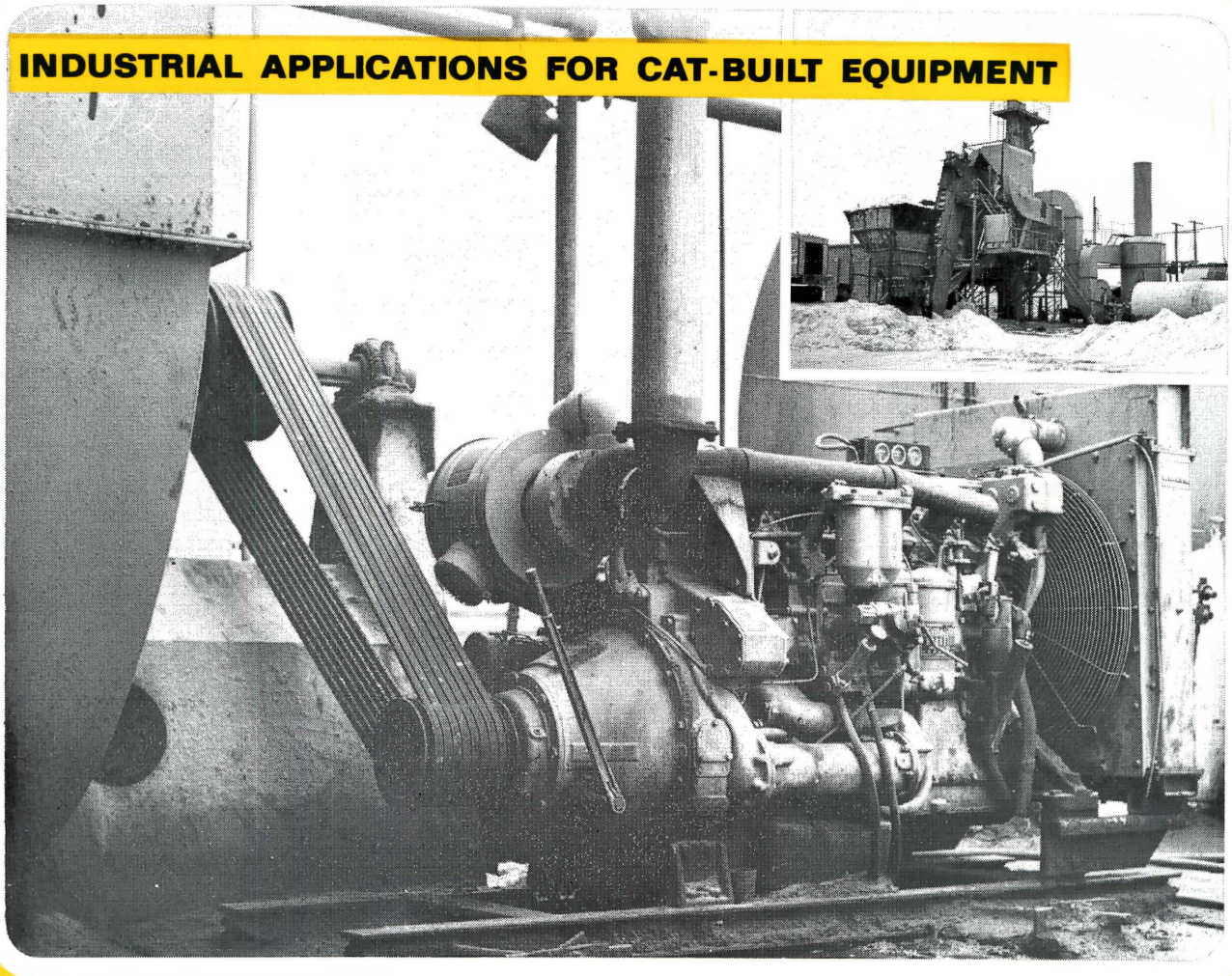
10247 Colonial Court North

Jacksonville, Florida 32211

Telephone: (904) 724-7958

ADVERTISER'S INDEX

Ar-Lite Panels, Inc. 51
Bird & Son 1
Peter Bromer Architectural Photographer 15
Ceco Corporation 10 - 11
Certified Plumbers of South Florida Back Cover
Customwood Corporation 18
Deauville Hotel 33
Douglas Village Corporation 26
Dwyer Products of Florida, Inc. 52
Endure-A-Life Products, Inc. 53
Florida Caterpillar Dealers Inside Back Cover
Florida Foundry & Pattern Works 55
Florida Gas Transmission Co. 16 - 17
Florida Investor-Owned Electric Utilities 34 - 35
Florida Municipal Utilities Association 20
Florida Natural Gas Association 13
Florida Portland Cement Division 9
GEM Aluminum Products, Inc. 28
Houdaille-Duval-Wright Co., Division of Houdaille Industries, Inc. 52
J. I. Kislak Mortgage Corp. of Florida 55
Knoll Furniture 27
Lambert Corporation of Florida 19
Libbey-Owens-Ford Glass Co. 55
Mercer Plastics 3 - 5 - 7
Muzak Corporation 33
Oil Fuel Heat Institute 53
Panelfold Doors 4
Permaglass, Inc. 8
Pittsburgh Plate Glass Company 22 - 23
Richard Plumer Business Interiors 14
Portland Cement Association 21
Reflectal/Borg-Warner Corporation 54
Shelton, Ullmann, Smith & Streich, Inc. 55
Stresscon International Inside Front Cover
United States Steel Corporation 29 - 32
F. Graham Williams Co. 56
Zonolite Div., W. R. Grace & Co. 12



CAT PRIME POWER
first on the job, the last to leave

This Caterpillar D343 Diesel Engine is a dependable employee of the Jaxon Construction Company of Jacksonville. It's on the job early, works long, hard hours, is last to knock off and is almost never sick.

This Cat engine has an important job. It supplies the prime power for the blower in an asphalt mixing plant. Continuous, dependable, prime power is needed to keep the plant running — that's why a Caterpillar engine was selected.

How about your needs? If you are in the market for good, reliable prime power or standby power then contact your Florida Caterpillar dealer. He's as dependable as the equipment he sells. He can assist you in engineering Caterpillar capabilities to fit your needs.

YOUR FLORIDA* CATERPILLAR® *DEALERS

JOS. L. ROZIER
MACHINERY CO.
ORLANDO • TAMPA

KELLY TRACTOR
COMPANY
MIAMI • WEST PALM BEACH • CLEWISTON

RING POWER
CORPORATION
JACKSONVILLE • TALLAHASSEE • OCALA

Caterpillar, Cat and Traxcavator are Registered Trademarks of Caterpillar Tractor Co.

Miami-Dade Jr. College Library
E. G. Eyman, Head Librarian
11380 NW 27 Ave.
Miami, Fla. 33167

Return Requested
THE FLORIDA ARCHITECT
1000 Ponce de Leon Blvd.
Coral Gables, Fla. 33134
Accepted As Controlled Circulation
Publication at Miami, Fla.

An Association of Certified Master Plumbers and Certified Journeymen, members of Plumbers Local 519, who indicate through their contribution of time and money that they are concerned with the proper installation of plumbing for the protection of Public Health and Safety.

See Our Display at the Galerie of Building Products, Douglas Village.

CERTIFIED PLUMBERS OF SOUTH FLORIDA

2526 W. FLAGLER STREET, MIAMI, FLORIDA / TEL. 446-2541